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Zenex Animal Health has been named the 'Best company in the Rest of the World 2023'

India's Zenex Animal Health is a relatively new name in the industry. However, the company has a strong six-decade history in the sector as Zydus Animal Health before it was spun out of Cadila Healthcare and renamed in 2021. In fact, the business won this award three times when it had its Zydus moniker.

Since then, Zenex has begun to show strength as an independent business that is building more of a global brand. It is the second largest animal health company headquartered in India and the biggest in terms of domestic sales. It is even the second largest when taking into account international companies. The firm is a leader in the domestic poultry and livestock sectors and has built a reputation for its consistent track record of new product launches – “many of which are first time introductions to the Indian market”.

Zenex has posted healthy sales growth in 2023, with support from a diverse product portfolio. The business is pursuing exports in Africa, Asia and the Middle East to give it more of a global presence. The company's chief executive Arun Atrey previously said: “Zenex is proactively exploring avenues to integrate with complementary



Dr. Arun Atrey

Zenex Animal Health has been named the 'Best company in the Rest of the World 2023' by IHS Markit a part of S&P Global

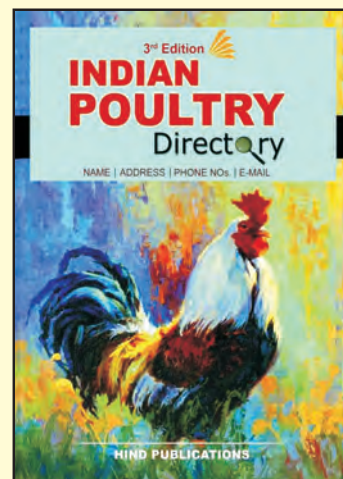
businesses and cement its position as a leader and holistic provider of comprehensive solutions to all segments within animal healthcare.”

Zenex is backed by private equity and its acquisition strategy was apparent when the company recently bought Indian herbal veterinary product maker Ayurvet. This deal could help Zenex move closer to becoming the business with the largest animal

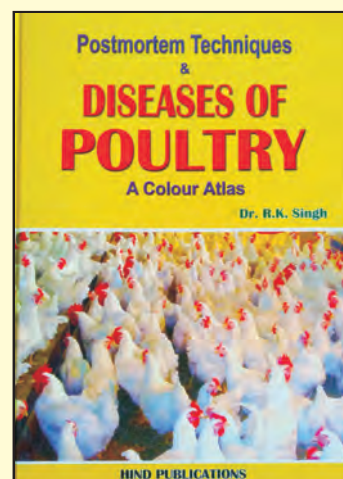
health revenues in India, as it climbs closer to Virbac. The acquisition also helps with Zenex goal to internationalize its portfolio. Ayurvet produces natural feed supplements and topical treatments for India and 25 international markets, including Europe, the Middle East and Africa.

Dr Atrey noted: “The acquisition will augment Zenex's growth, as it operates in a completely complementary space to the company's current operations. Further, it will strengthen Zenex's geographical presence. Ayurvet's presence in Poland would aid Zenex's export division to expand its base in EU region as well. This strategic move aligns with Zenex's vision to offer an expansive array of high-quality, diverse solutions in the animal health space.”

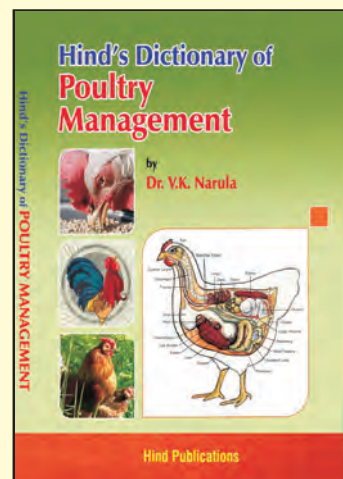
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Thrust on Sustainable Supply of Feed Ingredients for Maintaining Growth in Poultry Industry

Livestock rearing is one of the most important economic activities in the rural areas contributing significantly to the economy. Livestock sector, although half the size of crops, plays a crucial role in driving the agricultural gross value added (GVA) growth. This sector is contributing to the economy in a big way considering the higher rate of growth of the sector in comparison to the agriculture sector.

Presently, the GVA of the livestock sector has recorded an annual growth rate of around 6% at constant prices. The growth of the sector is more than the crop sector growth rate which was 1.65% annually. Its contribution to the Indian agriculture and economy is increasing steadily with a share of 30.47% in agriculture and allied sector GVA and 4.75% in the country's total GVA.

According to basic animal husbandry statistics, 2023, out of the total meat production of 9.77 million ton (MT) in 2022-23, the share of poultry meat was 4.99 MT, contributing 51% of total output. The growth of poultry meat production has increased by 4.52% over previous year. According to the Food and Agriculture Organisation, India ranks 8th in the world in terms of

To sustain growth in the poultry sector, the government must ensure supplies of feed ingredients at reasonable prices which should be ensured through liberalizing imports and augmenting production.



Ricky Thaper
Treasurer, PFI

meat production. The poultry sector in India is valued at more than \$28 billion in 2021-22, according to the Confederation of Indian Industry (CII)'s vision document - 2047 for Indian poultry sector released recently. Over the years, the poultry sector in the country has witnessed a remarkable growth, with chicken meat growing at an annual growth rate of 8% in the last 15 years - 2006-2021-22, the report stated.

With rising disposable income and population, the demand for poultry products including chicken meat and eggs has been on rise. The sector has capitalized on this opportunity and expanded its production capability to meet the growing consumer demand. This significant transformation in the poultry sector has been attributed to the commercial poultry industry which accounts for 85% of the total poultry production and 15% is contributed by backyard poultry. The sector has witnessed a shift from

the traditional backyard poultry models to a model production technique including integrated farming systems, contracting farming and value chain integration.

As the share of meat and egg eating population has increased by 6% during 2015 - 2021, the national family health survey -V, 2021, the demand for poultry and products is set to increase further. Currently, the per capita consumption of poultry products in the country (94 eggs per annum and chicken meat consumption is 4.2 kg per annum) is very low as compared to the Indian Council for Media Research (ICMR) recommended consumption level of 180 eggs and 10.8/kg poultry meat per person per annum. There is a need to bridge the gap between availability and requirements couples with large scale awareness campaigns. For enhancing efficiency of the poultry sector, several measures are being undertaken to improve genetics and disease




the poultry industry." As the government plans to promote use of maize for ethanol, the poultry industry can face challenges in getting maize for feed.

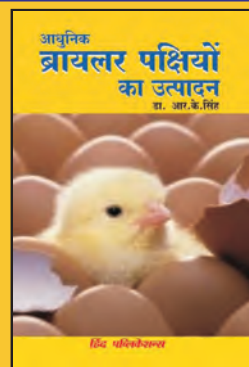
resistance breeds of poultry, disease prevention and surveillance, and supply of affordable feed which constitute 65% to 70% of the cost of production of meat remain a challenge. While stating that the domestic poultry industry is likely to grow at a steady pace of 8%-10% in 2023-24, consulting firm ICRA in March this year had stated that earnings of poultry companies are expected to be volatile owing to fluctuations in the raw material or feed costs, especially maize. ICRA has stated that due to rising worldwide demand for Indian maize as a result of the Russia-Ukraine conflict and increased exports from India, maize prices have grown significantly by 32% on a year-on-year (YoY) basis in 2022-23, resulting in increase in average feed price.

Poultry feed mostly consists of maize, Bajra and broken rice (60-65%), soybean meal (30-35%) and nutrients. The mandi prices of maize because of rising demand for industrial use is ruling much above the minimum support price (MSP) of Rs.1962/quintal announced by the government for 2022-23 and Rs.2090/quintal for 2023-24 kharif season. Stating that there has been increasing diversion of maize towards industrial use and ethanol production, "the current growth level of maize and soybean production in the country will be insufficient to meet the demand of

Several poultry and livestock industry associations including All India Poultry Breeders Association, The Compound Livestock Feed Manufacturers Association, Poultry Federation of India, Vets in Poultry, are now Pitching for the government to allow imports of GM maize and soybean because of 'unprecedented increase' in prices. Regional Poultry Associations have also urged the central government for reduction in import duty on maize and soybean to deal with feed supplies. The industry feared that the prices of maize would spike in the coming months as the diversion of these raw materials for ethanol production is expected to increase as the government has reduced allocation of sugarcane for biofuel production.

In August, 2021, the government had relaxed import rules to allow the first shipment of 1.2 MT of genetically modified (GM) soymeal to support the domestic poultry industry after a record spike in feed prices. Poultry industry has requested that the Government should allow both import and cultivation of GM Soybeans and Maize to fulfill the requirement of these two major feed ingredients. The sustainable supplies of feed ingredients in coming years would be crucial for the growth of the poultry industry. 

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CEAH Organises a Special Programme for NABARD Officers Across India

Centre of Excellence for Animal Husbandry, Hessarghatta, Bengaluru - CEAH Academy organized special training programme "Financing of Animal Husbandry Production & Processing Activities" for NABARD officers representing across India from 26th to 28th December, 2023. The officers were deputed through NABARD - National Banking Staff College (NBSC), Lucknow. Dr. Sudharsan, DGM, NABARD-NBSC Lucknow and Dr. Esakkimuthu, DGM, NBSC Lucknow coordinated in deputing 26 officers from Asst. Manager, Manager and upto AGM grades.

The inaugural function of the programme was graced by Mrs. Brindha, General Manager, NABARD Karnataka Range, Prof. K.C. Veeranna, Vice Chancellor, KVAFSU, Karnataka and Dr. Vasappa, DGM and Head, Union Bank Knowledge Centre, Bengaluru. They all appreciated the joint venture of NABARD and CEAH in exploring entrepreneurship opportunities in Animal Husbandry Sector with various business models in Dairy, Poultry, Sheep & Goat, Piggery etc.

The three day sessions involved a packed schedule from morning 9.30 am to 7.00 pm comprising technical sessions, sandwiched with visits followed by experiential sharing in various sectors. Their accommodation was organized at "Our Native Village Resort" Hessarghatta. On day one, 26th December, 2023, Dr. Mahesh P.S., Joint Commissioner & Director, CEAH briefed about overall status of Indian Animal Husbandry Sector contributing about

15 lakh crores to the national GDP. Dairy Sector contributes 10 lakh crores with about 10 crore people being employed, Poultry contributes about 2 lakh crores followed by Small Ruminants and other sectors contributing 3 lakh crores. He further narrated various entrepreneurship opportunities in Animal Husbandry Sector.

Both faculty of NBSC, Dr. Sudharsan, DGM, NABARD-NBSC Lucknow and Dr. Esakkimuthu, DGM, NBSC Lucknow presented topics from Techno-economic aspects of Animal Husbandry Projects and financing of Animal Husbandry Activities - Role of NABARD. Prof. Vivek M. Patil, Associate Professor, KVAFSU gave a business prospective of various models in Animal Husbandry sector. Dr. Narahari, Project Consultant explained in detail about opportunities in poultry processing sector with ideal project financials for 1000 birds per hour processing plant. This was followed by visit to Milk Cooperative Society hessarghatta, coordinated by Dr. H. Teggi and Dr. Balraj. During this visit the NABARD officers were exposed to operations of milk collection, bulk milk cooler and other supply chain management of Dairy Cooperatives in Karnataka. On day two, 27th December, 2023, the NABARD officers were taken a field visit at 7.00 am to Desi cow unit established by a Chartered Accountant with 550 Desi Cows in one acre area at Kakolu near Hessarghatta. NABARD officers appreciated the great skill and enthusiasm of the entrepreneur for converting it into a very good business model in desi dairy sector.



The technical sessions started at 9.30 am with every session being punctually restricted for 30 to 40 minutes. The first session was from Mr. Ashok Kumar, MD, MAA integrators sharing of experience of his venture into various sectors of Agriculture and allied agriculture fields. He narrated his journey of borrowing and successfully repaying upto 150 crores financial assistance from banks. Presently he is actively involved in poultry entrepreneurship.

This session was followed by Dr. Mahesh Kumar, Professor & Head, Dairy Engineering, KVAFSU. He is a very illustrious entrepreneur by himself being an academican, made his department self-sustaining and earning 2 crore revenue per year. He narrated various "Atmanirbhar", "Made in India" models of Dairy Engineering for milk processing involving Ghee making, Khova making, Greek Yoghurt etc. Further he also briefed about largescale industrial dairy processing ventures up to 300 crores across India.

The third session was presented by Dr. Dinesh Bhosale, Dairy Expert from Pune and he emphasized the significance of clean milk production in India and briefed the revolutionary success of

cooperative system in Indian Dairy sector with the help of Dairy Man of India, Mr. Kurien. Mr. Muralikrishna, Joint Director, presented on Silicon City Piggery FPO with nearly 300 FPO members doing both production and trading of piglets and adult pigs across the country especially Northeastern states.

The next session was on raw material dynamics in livestock feed by Mr. Jason John, Team Lead, United States Soya Export Council, USSEC India, in his presentation he narrated the global dynamics and Indian Supply and demand dynamics of Soya and Maize in India. He cautioned that growing animal husbandry required equally matching sectoral growth in soya and maize both in productivity and scale.

Mr. Veerakempanna, successful sheep entrepreneur presented his experience in sharing of his illustrious journey for the past 45 years in sheep farming. Mr. Veerakempanna is nicknamed as "Encyclopedia in Sheep Farming" explained in detail how to make sheep farming a sustainable venture with 6 months of complementing revenue from agriculture entrepreneurship together synergizing with sheep farming. Dr.

LipiSairiwal, Deputy Commissioner, DAHD, New Delhi presented on Government Sponsored Schemes in Animal Husbandry Production namely AHIDF and NLM followed with success stories in each categories, wherein lots of beneficiaries are benefited by 3 percent interest subvention under AHIDF and up to 25 to 50 lakhs subsidy under NLM. Dr. Tapan Kumar Sahu, Deputy Commissioner, CEAH-AQCS presented on the scenario of export/import of animal products from India. He narrated the present system of quarantine stations at New Delhi, Kolkata, Mumbai, Chennai, Hyderabad and Bengaluru in regulating import and export of livestock products as per the act of Govt. of India.

NABARD officers were taken for visit of all campuses of CEAH, Campus-1 (Poultry Units), Campus-2 (CFSPTI and CCBF), Campus-3 (AQCS) and Campus - 4(RFS) during the two days of training.

On the concluding day, ie., 28th December, 2023, the first session was by Mr. Anil Kumar, COO and Mr. Madhu, Marketing head of Stellapps (Dairy Digital organization funded by Melinda Gates Foundation). They presented their




revolutionary digitization of entire value chain of Dairy around the ecosystem of farmer, Cow, Milk Society, Retailing, Financials, branding, inputs etc. They are developing large scale predictive models by use of AI and ML in Dairy sector for better efficiency and profitability. Mr. Harish Garware, CMD, Gartech, Pune presented a detailed overview of modernization and digitization of poultry sector not only in feeding and watering but emphasis is given for building structure with the new concepts like radiant energy usage with net zero energy consumption in poultry sheds. Mr. Santosh, entrepreneur from Bengaluru shared his experience of his venture of Honey bee farming and Sheep farming.

The next sessions by Dr. Gopakumar, MD, DLG India who presented on the sunrise sector "The Piggery Enterprise in India" with as high as 10 crore to 20 crore business opportunities per venture. This was followed by Mr. Naveen, MD,

Nandu's and Mr. Rajesh, MD, SR Daily Nutrition presented on Startup ecosystem in poultry sector for retailing and branding. The afternoon session began with a brief presentation by Dr. R.M. Kummur, former CGM, NABARD about great success stories of Microfinance in India in general and Microfinance in Animal Husbandry in particular. This was followed by a session on Vaccines and Diagnostics by Dr. Azad Meer from Hyderabad and Dr. Samuel, MD, Bhadra Agencies presented on Business opportunities in Animal Husbandry Medicines, Vaccines and Diagnostics. The last session on Animal Husbandry database was presented by Dr. H. Teggi, Joint commissioner, CEAH.

The valedictory function concluded at 5.30 pm on 28th December, 2023. Dr. Abdul Rahman, Executive Director of Common Wealth Veterinary Association (former President CWVA) the global body. Dr. H. Raghuraja, Director General, National Academy of

RSETIS, Ministry of Rural Development, Govt. of India along with their National Director, Sri. Murugesan and National Controller of RSETIS, Mr. Singh represented in the valedictory. Mr. Jeyachandran, Regional Head, (South India), UNDP also graced the occasion. The VIP dignitaries distributed certificates to NABARD officers. NABARD officers expressed greater satisfaction and appreciated the efforts of CEAH team in making the programme a great success.

The VIP dignitaries from CWVA, RSETI and UNDP praised CEAH as an Institution in bringing such a fantastic programme with full package of modules around financing of Animal Husbandry business models. The event concluded with vote thanks by Dr. Esakkimuthu, DGM, NBSC, Lucknow and promised to engage long term with CEAH with various programmes in the future. 



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Problem of plenty for the eggs in Telangana

Over the past nine years since state formation, the annual egg production has risen by over 65% from 1,061 crore in 2014-15 to 1,767 crore in 2022-23, as per the data from the state planning department's report 'Telangana at a glance 2023'. But the industry is finding it tough to keep pace with its increasing capacity as local consumption has been stagnant and there is stiff competition in other states. With a share of 13%, Telangana occupies the third spot in the country behind Tamil Nadu (22%) and Andhra Pradesh (16%). Rise in egg consumption can only save business

The state produces about 3.7 crore eggs daily and out of this 1.7 crore goes to other states, mainly Maharashtra, Madhya Pradesh, Bihar, West Bengal and Uttar Pradesh. The consumption within the state is half an egg per person daily. Though this is within the NIN recommendation, it is not a healthy figure for the egg industry. Growing the domestic market is a herculean task, industry sources said. In some states daily egg production is merely in lakhs. But these states too have set targets to increase their daily production to crores. This may be good for the country but for the state it is a clear sign that it has to expand the domestic market. This means that consumption has to increase," said an industry source. According to animal husbandry department officials, commercial poultry eggs constitute a large part of production and backyard poultry accounts for only a minor portion. The other avenue is the international market. But only Tamil Nadu has the required infrastructure and it is exporting it to West Asia, industry sources said. 



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% Achievement	93%
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Batch Still Continuing

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Dr. Raghunath Reddy



Achieved
408 HHE
with **96 g** feed
intake/day
(Laying Period)

Peak Weekly Production	94%
Weeks Above 90%	36
Cum Feed / Egg	118
% Achievement	96%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.07

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① Batch Taken Till Now

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Amravati, Maharashtra

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Mr. Vishal Watane



Achieved
398 HHE
with **99 g** feed
intake/day
(Laying Period)

Peak Weekly Production	95%
Weeks Above 90%	40
Cum Feed / Egg	125
% Achievement	94%
Feed Cost / Egg @ Rs. 26/KG	Rs. 3.25

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⑥ Batches Taken Till Now

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Saved ₹ 141/- Per Bird in 74 Weeks

Mr. Jaya Kumar

Achieved
308 HHE
with **95 g** feed
intake/day
(Laying Period)

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Weeks Above 90%	16
Cum Feed / Egg	121
% Achievement	91%
Feed Cost / Egg @ Rs. 27/KG	Rs. 3.27

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Pan India Broiler Coordination Committee Organized National Chicken Day Across India

Chicken day is being celebrated with the aim of creating awareness about chicken among common citizens - **Vasanth kumar Setty**



Pan India Broiler Coordination Committee has been organizing National chicken day for last 2 years on November 16th and 17th of every year. This year also India Broiler Coordination Committee has planned to organize National Chicken Day with the help of State Associations and Pharma Companies in the month of November 2024. The National Chicken Day was also organized in the month of November 2023 with the active support and participation of people of poultry fraternity and some pharmaceutical companies, said Mr. Vasanth Kumar- Convener Pan India Broiler Coordination Committee.

West Bengal : Mr. Madan Maithy General Secretary West Bengal Poultry Federation Kolkata had taken the lead. West Bengal Associations has started selling Chicken at concessional rate in over 450 Shops all over Kolkata by putting Banners to promote Chicken consumption all over the City. They had arranged chicken recipe competition on 16 November 2023 and Bengali Cine Artist Miss Rani Reshmoni had distributed the prizes to the winners. There was a good participation from the Public. They had also arranged tabloos to educate the public regarding the quality of chicken.

Chattisgarh : Mr. Sanjay Brahmankar President had taken the lead in Celebrating National Chicken Day. Chattisgarh Association had also started celebrating National Chicken Day from 6th Nov. 2023 in around 50 shops.

Maharashtra : On the occasion of Father of Indian Poultry Dr. Padmashri Dr. B. V. Rao's birthday, Nationwide awareness campaign was implemented. As part of the campaign, 'National Chicken Day' was celebrated on Thursday and Friday, November 16th and 17th, 2023. On this occasion, chicken was sold at a discounted price from various shops in the city by our integrator members.






On the occasion of this day Poultry Farmers and Breeders Association Maharashtra President Mr. Sanjay Nalgirkar, Secretary Dr. Ajay Deshpande and Trustee Mr. Krishnacharan had announced that this day will

be celebrated all over India. Pan India Broiler coordination committee and former president of Poultry Farmers and Breeders Association of Maharashtra Shri. VasanthkumarSetty said, "This day is being celebrated with the aim of creating awareness about chicken among common citizens.

Poultry Farmers and Breeders Association Maharashtra, Karnataka Poultry Farmers Breeders Association, West Bengal Poultry Federation and many other state poultry associations organized various programs across the country. In this awareness campaign, various activities like sale of cheaper chicken, awareness programs, lectures, demonstrations, training are being organized. In Karnataka also National chicken day was celebrated by offering chicken at discounted price in over 100 chicken shops in Mangalore, Bangalore & Belgaum. Karnataka Association had also sponsored weight lifting Competition on this Occasion.

Prof. G. Devegawda President of Institution of Veterinarians of Poultry Industries (I.V.P.I.) has informed that they promoted and educated visitors in Krushi Mela through there Stall under the Name Poultry World on 18th , 19th and 20th November 2023and has also distributed eggs and 500 Kg chicken to the visitors of the Stall there was good response from the visiting public KBPFA also sponsored weight lifting competition details will be sent in due course of time.

Alltech have started educating the children regarding chicken quality and necessity of chicken for the growth of their body. Alltech conveyed its gratitude for providing the opportunity to connect with the community and contribute to the celebration of National Chicken Festival. Alltech team took great pride in promoting the nutritional advantages of eggs and chicken, especially focusing on educating kids about the health benefits associated with including these products in their diets. 





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The Incredible Egg & its Egg-citing Findings: A Comprehensive Look at its Effects on Young and Healthy People



Dr. Priyanka Kamble
Manager-Marketing Services
Huvepharma SEA

It is reassuring to see that the industry is making efforts to dispel the long-standing misconception that eggs should be avoided. However, the industry should now focus on intensifying its promotion of eggs and educating consumers about their health benefits. By raising awareness about the myths surrounding eggs, we can increase consumer awareness and encourage greater consumption of this nutritious food.



Mr. O. P. Singh
Managing Director
Huvepharma SEA

In today's health-conscious world, there has been a long-standing debate surrounding the effects of egg intake on our overall well-being. For years, eggs have been subject to negative press, with concerns over cholesterol levels and cardiovascular health. However, research is proving time and time again that eggs make up a healthy and wholesome diet for a young and healthy population.

Unveiling the Truth: The Egg's Redemption

In 1968, a groundbreaking announcement from the American Heart Association sent shockwaves through the nation. Eggs, once a beloved breakfast staple, were suddenly demonized as a potential threat to our health. It was believed that their consumption could lead to an increase in low-density lipoprotein (LDL) cholesterol, commonly referred to as "bad cholesterol." The public was advised to avoid eggs at all costs.

Decades passed, and this cautionary message lingered in the minds of millions. Eggs, once a symbol of morning nourishment and culinary delight, became shunned and whispered about with apprehension. But as time went on, scientists began to question this prevailing belief and sought to delve deeper into the true impact of eggs on our health.

The findings were nothing short of revolutionary:

Choline Intake and Heart Health: Challenging the TMAO Connection:

In recent years, there has been growing concern about the potential link between choline intake and trimethylamine N-oxide (TMAO), a metabolite associated with heart disease. However, a groundbreaking study conducted by renowned researcher Dr. Catherine J Andersen, Associate Professor of Nutritional Sciences at UConn, challenges this widely accepted notion. Contrary to popular belief, Andersen's study reveals a surprising



finding - an increase in choline intake did not lead to any significant changes in TMAO levels among the participants. This unexpected outcome has sparked a debate within the scientific community and offers a new perspective on the relationship between choline and heart health.

Dr. Andersen himself expressed surprise at these findings but also highlighted their significance. He explained that this outcome could be considered the "best-case scenario" as it challenges the conventional belief that higher choline consumption directly leads to elevated TMAO levels, which can potentially contribute to heart disease. In fact, eggs emerged as a nutritional powerhouse, offering essential nutrients such as high-quality proteins, vitamins (including vitamin D), minerals like iron and zinc, and beneficial antioxidants like lutein and zeaxanthin.



Unlocking the Power of Whole Eggs: A Nutritional Breakthrough

In a world where dietary recommendations seem to constantly change, one food item that has often been at the centre of debate is the humble egg. Eggs have long been regarded as a versatile and nutritious food, but concerns surrounding their cholesterol content have led many to favor egg whites over whole eggs. However, recent research has shed new light on the benefits of consuming whole eggs, revealing their potential positive impact on markers associated with diabetes risk and overall nutrient density.

The Journey to Discovery:

In a groundbreaking study conducted by Catherine J. Andersen, the incredible benefits of consuming whole eggs have been unveiled. This research not only challenges the traditional notion of avoiding egg yolks but also sheds light on the remarkable nutrient density found in this humble breakfast staple. The findings reveal a significant positive impact on haematocrit levels, indicating improved red blood cell density and overall health.

The Nutritional Powerhouse: Embracing Vital Nutrients Found in Whole Eggs for Optimal Health

- **Protein Powerhouse:** Whole eggs provide a complete source of high-quality protein, containing all nine essential amino acids required for optimal bodily function.
- **Choline Boost:** Choline is an essential nutrient vital for brain health, foetal development, and liver function. Whole eggs are an excellent source of this vital nutrient.
- **Vitamin and Mineral Treasure:** Whole eggs are rich in vitamins such as A, D, E, and B-complex (including B12), as well as minerals like iron, selenium, & zinc.

A Paradigm Shift in Nutritional Recommendations:

The study's findings challenge conventional dietary advice that suggests limiting egg yolk consumption due to its cholesterol content. Its encourage a more holistic approach to nutrition, emphasizing the importance of incorporating whole eggs into our diets to reap their full range of health benefits.

The Impact on Diabetes Risk:

One notable discovery from this study was that consuming whole eggs had a less negative impact on markers associated with diabetes risk compared to consuming egg whites alone. This suggests that the unique combination of nutrients found in whole eggs may offer protective benefits against developing diabetes or managing its symptoms.

Promoting Brain Health

Eggs contain crucial nutrients that support brain health, including choline and omega-3 fatty acids. Choline is essential for brain development, memory function, and cognitive performance. Omega-3 fatty acids, particularly DHA, contribute to brain health throughout all stages of life. Including eggs in our diet can provide these vital nutrients necessary for maintaining optimal brain function.

Weight Management and Satiety

For those aiming to maintain or achieve a healthy weight, eggs can be a valuable addition to their diet. Research suggests that incorporating eggs into meals can promote feelings of fullness and reduce calorie intake throughout the day.

The high protein content in eggs helps regulate appetite hormones while providing sustained energy levels, making it easier to resist unhealthy snacking and overeating.



As research continues to unveil the true potential of eggs as a nutritious food source, it becomes clear that they deserve a place in a young, healthy population's diet. Contrary to previous beliefs, eggs offer a myriad of benefits ranging from cholesterol management to brain health and weight control. It is essential to dispel the misconceptions surrounding egg consumption and embrace these nutritional powerhouses as part of a balanced and wholesome diet. So, the next time you crack open an eggshell, remember that you are not just indulging in a delicious meal – you are partaking in a humble food item that has risen above adversity and proven its worth. Embrace this symbol of redemption, knowing that science continues to uncover the truths behind our most cherished foods.



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Roundtable Meeting Chaired by Secretary, Department of Animal Husbandry and Dairying Focuses on Boosting Indian Poultry Exports

A roundtable meeting was held here under the chairpersonship of the Secretary, Department of Animal Husbandry and Dairying, Ms. Alka Upadhaya. This strategic gathering brought together key stakeholders, including leading companies, state governments, and industry associations, to deliberate on the "Export of Indian Poultry Products: Challenges and Strategies to Strengthen the Poultry Ecosystem." In the meeting Ms. Alka Upadhaya highlighted that the Indian poultry sector, now an integral part of agriculture, has played a crucial role in meeting protein and nutritional needs. While the production of crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. Over the past two decades, it has evolved into a mega-industry, positioning India as a major global producer of eggs and broiler meat.

Ms. Alka Upadhaya informed that the Department of Animal Husbandry & Dairying has been taking various initiatives to boost the export. The Department has recently submitted a self-declaration of freedom from High Pathogenicity Avian Influenza. To promote export the Department has recognized 33 poultry compartments as free from Avian Influenza. The Department based on the validity has been notified 26 compartments to the World Organisation for Animal Health (WOAH). On October 13, 2023, the self-declaration was approved by WOAH. Further, the Department took initiatives to

resolve the issue of feed shortage in the past years. Also the Department took steps to counter the misleading information which spreaded across the country during the COVID time against the consumption of poultry products.

Ms. Alka Upadhaya strongly emphasised on the promotion of poultry exports, strengthening the Indian poultry sector, improving the ease of doing business, addressing challenges in poultry product exports, and strategizing the integration of units in the informal sector and further cementing poultry sectors position on the world stage. She also shared insights on Department proactive approach to mitigate the risks associated with HPAI by adopting the concept of poultry compartmentalization to facilitate the international trade of poultry and poultry-related products. In the fiscal year 2022-23, India made significant strides in the global market, exporting a notable 664,753.46 metric tons of poultry products, with a total worth of Rs. 1,081.62 crores (134.04 Million USD) to over 57 countries. According to a recent market intelligence study, the Indian poultry market achieved a remarkable valuation of USD 30.46 billion in 2023 with a CAGR of 8.1% from 2024-2032. The roundtable meeting served as a platform for dynamic exchanges, encouraging collaborative efforts to address current challenges and formulate robust strategies for the sustainable growth of the Indian Poultry sector. In the meeting the poultry sector representatives, exporters discussed various issues related to poultry export. 


Official calls for Proper Classification & Certification of Desi Poultry

Animal Husbandry Commissioner Abhijit Mitra speaking at the National Consultation Meet for desi backyard poultry practices in India in Visakhapatnam. Animal Husbandry Commissioner Abhijit Mitra has asked the representatives of Watershed Support Services and Activities Network (WASSAN), an NGO, working in the area of 'desi Backyard Poultry (BYP) development' to define the 'desi fowl' and its recognition to enable taking policy decision on the indigenous breeds.




Addressing the delegates on the second day of the two-day national consultation on 'Desi Backyard Poultry', organised by the Revitalising Rainfed Agriculture Network (RRAN) with the support of TRICOR, Tribal Welfare Department, Government of AP, here Mr. Mitra appreciated the initiatives of WASSAN and the rural and tribal poultry farmers, dealing with desi poultry production at the village-level. He also suggested that desi poultry meat analysis has to be done for its nutritional facts, particularly fat content and tenderness. He also spoke about certification of desi chicken, carbon credit linkages, climate change issue and circular economy. He also touched upon the importance of poultry cooperatives and their technical feasibility and economical viability for bank linkages. He also asked WASSAN to develop a concept note on 'desi poultry' to incorporate into the national rural livestock mission. The meeting discussed experiences from onground projects on desi BYP farm and poultry programmes such as NRUM, SRLM and NLM.

Desi BYPs primarily practised in rural, tribal and forest hamlets of India. While India's commercial poultry population has increased by a mere 4.5% since the previous Livestock Census, the backyard poultry has increased by 45.79%. Despite a promising future, absence of proper ecosystem support services to ensure steady supply of native poultry breed chicks, protect night shelters and foraging sites to reduce predation loss and deliver last-mile healthcare for preventable diseases to reduce mortality and imparting technical know-how to poultry rearers, have been holding the holding the sector from growing to its full potential.

According to the 20th Livestock Census, 82% of the total desi fowl population is unregistered, which means a vast majority of the desi chicken poultry in the country are subjected to low policy attention and public investments. Desi BYP consumes lesser antibiotics, and feeds a diverse and naturally foraged and unprocessed diet. It is a gateway to addressing rising health consciousness and demand for clean meat among Indians. It is also providing an opportunity to ensure local availability of protein through meat and eggs in rural, tribal and upland areas, with low market connectivity. 

Egg Glut Has Telangana Poultry Business Worried

Over the past nine years since state formation, the annual egg production has risen by over 65% from 1,061 crore in 2014-15 to 1,767 crore in 2022-23, as per the data from the state planning department's report 'Telangana at a glance 2023'. But the industry is finding it tough to keep pace with its increasing capacity as local consumption has been stagnant and there is stiff competition in other states. With a share of 13%, Telangana occupies the third spot in the country behind Tamil Nadu (22%) and Andhra Pradesh (16%). Rise in egg consumption can only save business. The state produces about 3.7 crore eggs daily and out of this 1.7 crore goes to other states, mainly Maharashtra, Madhya Pradesh, Bihar, West Bengal and Uttar Pradesh. In some states daily egg production is merely in lakhs. But these states too have set targets to increase their daily production to crores. This may be good for the country but for the state it is a clear sign that it has to expand the domestic market. This means that consumption has to increase," said an industry source. According to animal husbandry department officials, commercial poultry egg constitutes for a large part of production and backyard poultry accounts for only a minor portion. The other avenue is the international market. But only Tamil Nadu has the required infrastructure and it is exporting it to West Asia, industry sources said. The government there gives lot of subsidies to poultry farmers. We would also be able to do better with that kind of support," a poultry farmer said. 

Egg Prices Shoot up in Namakkal

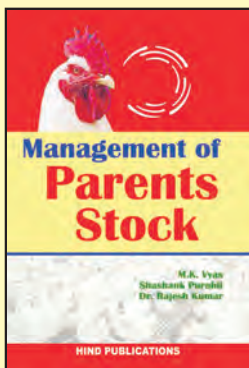
The price of egg touched Rs.5.75 a piece in Namakkal on Sunday. The poultry owners attributed the price rise to increase in demand and escalating fodder costs.

Five to six crore eggs are produced every day at the 1,100 poultry farms in Namakkal district. Of these, 1.50 to 1.75 crore eggs are sent to Kerala every day, 45 lakh eggs go for the Noon Meal scheme, 40 lakh eggs are sold to Bengaluru, and the remaining eggs are sold across the State, apart from catering to export orders and requirements of other States.

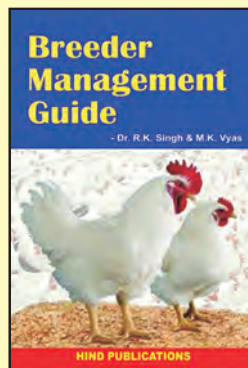
Chairman of the Tamil Nadu Egg Poultry Farmers Marketing Society, Vangli Subramaniam said that in January 2023, the price of egg was fixed at Rs. 5.65 a piece. In December, the price was increased to Rs. 5.70 or Rs. 5.75. The cost of production per egg ranged from Rs. 5 to Rs. 5.25. Due to increased consumption in north Indian States and escalating fodder costs (by almost 50 %), the price of eggs went up. The egg price in Namakkal was 20 paise less compared with the price in Hyderabad. So, Namakkal was getting more orders, he said.

"We expect the price to reach Rs. 6 per egg in the coming days. But after the second week of January, the price will come down to Rs. 5.50," Mr. Subramaniam added.

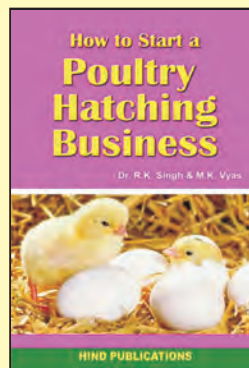
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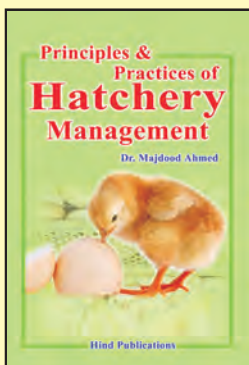
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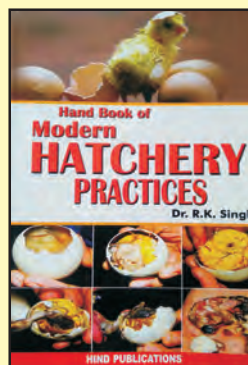
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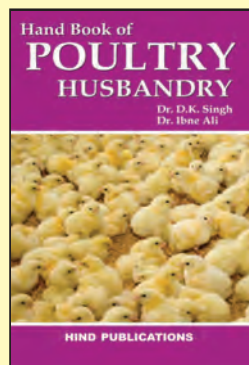
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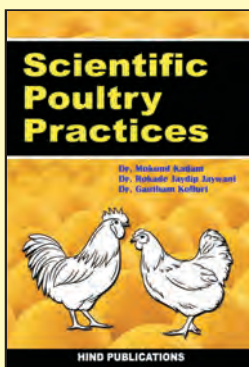
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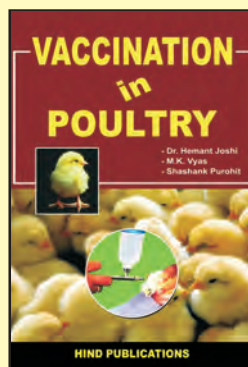
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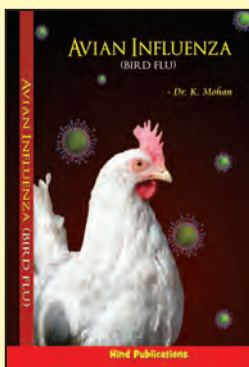
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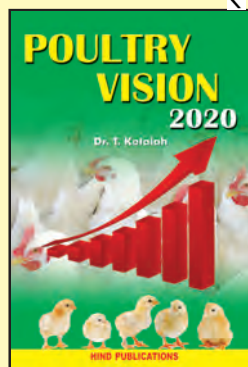
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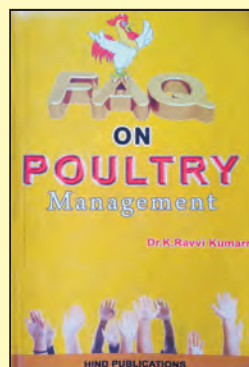
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Marel, a global leader in food processing solutions, software and service, is gearing up to showcase groundbreaking innovations and cutting-edge technology at the IPPE 2024 in Atlanta, Georgia, from January 30th to February 1st. Welcoming attendees from the poultry and meat industries across the Americas, Marel invites guests to experience interactive demonstrations, engage in informative discussions, and witness the unveiling of new products at booth C22159 in Hall C. The exhibition will spotlight Marel's commitment to addressing the evolving consumer demands by offering adaptable and responsive solutions for food processors. With a focus on robotics, automation, and digitalization, Marel aims to optimize raw material usage, increase throughput, and enhance sustainability while minimizing labor dependence.




Highlights for poultry processors include:


- Join the world premiere of the ALPINE anatomic leg processor. Discover how it integrates into ACM-NT and ACM-EH cut-up systems, delivering precise anatomical cuts tailored to your specifications.
- Unlock the potential of breast deboning with our latest ATHENA solution. Discover how it dynamically adjusts to each individual breast cap, no matter size or weight, to automatically debone.
- Intelligently manage your evisceration process with Nuova-i. Adapt effortlessly to flock changes and monitor your machine health through SmartBase. Enter your recipe on the touchscreen and Nuova-i will adjust itself.

Highlights for meat processors include:

- Experience an immersive virtual demonstration of a primary pork processing room showcasing the exceptional quality and efficiency delivered by our M-Line robots.
- Explore our innovative beef and pork primal trimming line, featuring the StreamLine equipped with integrated Checkweigher and Skinner for enhanced efficiency and precision.

Marel will also host two insightful presentations in Theater, C Hall, Booth C14185 that will delve into the latest sector innovations and prevailing market trends in the poultry and meat industries: Their titles are "Robotics and beyond: Envisioning the next wave of food industry automation" and "Understanding volumetric portioning: The role of connectivity in modern food processing". These Marel presentations will be informative for all attendees, as our speakers will explore innovative sector advancements and current market trends. From standalone machines to comprehensive integrated solutions spanning primary to further processing, Marel's offerings encompass the entire spectrum of food processing. The dedication to modularity ensures compatibility, flexibility, and scalability, tailored to meet the unique needs of businesses, irrespective of their size. 

Southern States Staring at a Serious Competition from Consumption Centres

Currently, the five Southern States contribute over 50 per cent of the country's total poultry production. But with Uttar Pradesh, West Bengal, Bihar, Madhya Pradesh and Odisha egging on production in their States with big incentives, the Southern states could soon face serious competition. The local State governments in Uttar Pradesh, West Bengal, Bihar, Madhya Pradesh and Odisha are promoting the poultry industry by giving different incentives and subsidies. And as States like Madhya Pradesh and Bihar are good in soya and maize, the two key feed components for the birds, the local poultry industry is booming in these traditional consumption centres. Demand from many northern and eastern States is coming down. "The sharp increase in transport costs and raw material is making the Southern states less competitive. Look at the numbers in West Bengal, where the import of eggs has gone down dramatically over the last 10 years. The State, which used to get 80 per cent of its total egg supply from the South in 2012, reduced it to just 25 per cent in 2023. This was possible as the State government hatched an excellent plan to build capacities and drive self-sufficiency in poultry production. West Bengal consumes about 4.30 crore eggs per day. Of this, only about 80-100 lakh eggs are being imported from the South. "In egg production, the growth rate in West Bengal is very high. The State achieved the highest growth in the country this year. The government is committed to making the State self-sufficient in egg production by March 31, 2025. Said Madan Mohan Maity. Uttar Pradesh too has well-laid plans for the poultry sector. 



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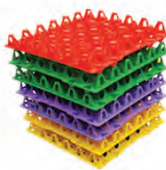
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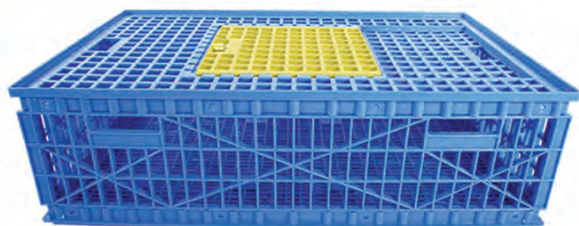
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Zenex Animal Health (“Zenex”) Acquires Ayurvet

Advancing its journey of consolidation as a comprehensive animal health solutions company

Zenex, India's leading animal health company, announced a 100% acquisition of Ayurvet. Blending ancient knowledge and wisdom of Ayurveda with leading-edge technology, Ayurvet, a company founded by Mr. Pradip Burman, is a leading provider of natural and safe ayurvedic and herbal medicines, feed supplements and topical treatments for farm and companion animals.

This strategic move will enable Zenex to strengthen its portfolio of offerings by adding herbals and furthering the quality of overall animal health portfolio globally. Ayurvet's acquisition is a testament to Zenex's aspiration to provide comprehensive and holistic solutions in the animal health segment, to meet the evolving needs of its customers in India and abroad. With its established expertise in ayurvedic and herbal products, Ayurvet brings a wealth of R&D and new product capabilities, a robust brand portfolio, complementary geographic access, and a completely built out management and sales team, that complements Zenex's existing capabilities.

Commenting on the acquisition, Dr. Arun Atrey, MD and CEO of Zenex, said, "Zenex is proactively exploring avenues to integrate with complementary businesses and cement its position as a leader and holistic provider of comprehensive solutions to all segments within animal healthcare. The acquisition will augment Zenex's growth, as it operates in a completely complementary space to the Company's current operations. Further, it will

strengthen Zenex's geographical presence. Ayurvet's presence in EU (Poland) would aid Zenex Animal Health's export division to expand its base in EU region as well. This strategic move aligns with Zenex's vision to offer an expansive array of high-quality, diverse solutions in the animal health space."

Ms. Renuka Ramnath, Chairperson, Zenex and Founder, MD and CEO, Multiples Alternate Asset Management said, "This acquisition marks an important step to augment our product offering and cement our leadership in India animal healthcare. As part of Zenex's long term value creation journey, we will continue to seek interesting opportunities to bring companies with complementary capabilities into our fold, and scale them on the back of Zenex's entrenched sales and distribution network."

Mr. Pradip Burman, Founder of Ayurvet, said "We are pleased that Ayurvet is being acquired by Zenex, a company with similar commitment to propagating ayurvedic and herbal solutions for animal healthcare, not just for the commercial benefits, but also, for the health benefits these products and solutions bring to animals. We are confident in the management of Zenex, that the vision with which I started Ayurvet, and the legacy built over the past 31 years, will be carried forward"


Zenex is backed by a consortium of financial investors led by Multiples PE, along with CPP Investments, RARE Enterprises, SBI, ADB, IFC, and

HNIs. As Zenex and Ayurvet embark on this exciting journey together, they remain committed to upholding the highest standards of quality, research, innovation, and service in the animal health sector.

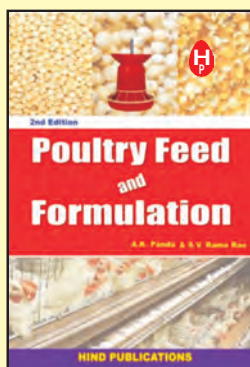
About Zenex:

Zenex is India's leading animal health company with established leadership in livestock and poultry segments. Zenex has created a strong legacy through its market leadership in therapeutics, backed by its comprehensive portfolio of large and established brands across end market segments. The company is renowned for its consistent track record of new product launches, many of which are first time introductions to the Indian market. Zenex is backed by a consortium of financial investors led by Multiples PE, along with CPP Investments, RARE Enterprises, SBI, ADB, IFC, and HNIs.

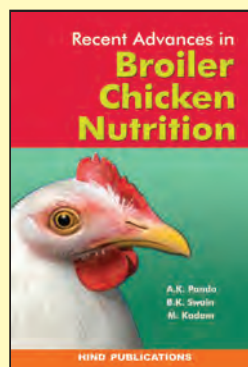
About Ayurvet:

Ayurvet, founded as a subsidiary of Dabur India Limited in 1992 and later spun off as an independent entity in 2002, is a recognized leader in Ayurveda and herbal products segment. Known for its established Ayurveda brands and its research capabilities, Ayurvet has a strong brand equity with its customers, built on top of a comprehensive product range for livestock, poultry, and companion animals. The company has a global reach, with presence in more than 25 countries, including a joint venture in Poland. Its Product capabilities are backed by its own GMP+ certified manufacturing unit in Baddi, and strong R&D and new product introduction capabilities. 

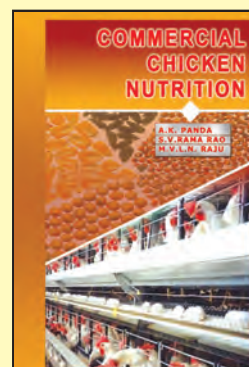
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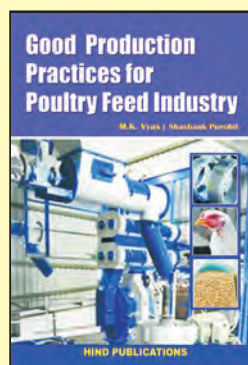
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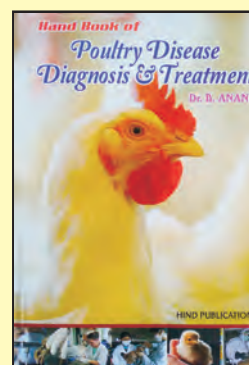
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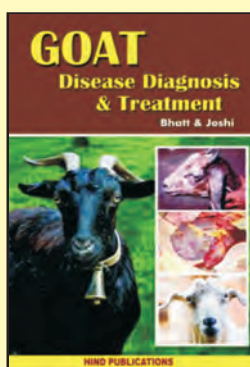
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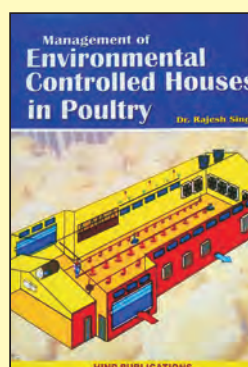
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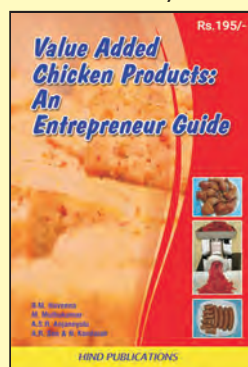
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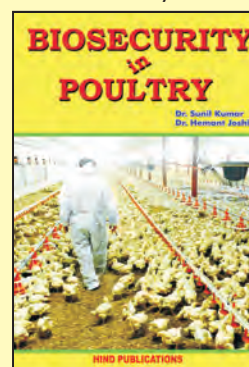
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Bird flu self-declaration a Significant Stride in Poultry Industry

FAQ : What does India's bird flu-free zone mean to the poultry sector?

Ans : The World Organisation for Animal Health (WOAH) recently approved India's self-declaration of freedom from Highly Pathogenic Avian Influenza (HPAI) viruses or bird flu in specific poultry compartments or big poultry farms. As of now, 26 poultry farms in the country have declared themselves HPAI-free. In the coming days, more such farms or poultry compartments will be added to the list. Considered as a major achievement in maintaining high standards of animal health and biosecurity, it will facilitate the poultry trade at a faster rate.

FAQ : What is HPAI and the public health challenges?

Avian influenza is divided in two categories based on pathogenicity: Highly Pathogenic Avian Influenza Viruses (HPAIV) and Low Pathogenic Avian Influenza Viruses (LPAIV). HPAIV have strains such as H5N1, H5N8 and H7N9, which are a threat to public health. H5N1 is highly

dangerous to both animals and humans. It first broke out in 1959 in Scotland's poultry and its first human transmission was detected in 1997 in Hong Kong.

In India, only one case of H5N1 death of an 11-year-old boy from Gurgaon (Haryana) was registered in 2021. However, officials couldn't trace how the boy came in contact with H5N1. Also, the boy had co-morbidities. According to the World Health Organization, there were 878 cases of H5N1 infection in humans and 458 (52%) fatalities in 23 countries between 2003 and July 2023. As for LPAIV, it only affects the avian species. It results in lesser mortality but reduces the volume of egg production.

Bird flu was first detected in India in Navapur in the Nandurbar district of Maharashtra in February 2006. Ever since, the country has experienced annual outbreaks of HPAI in different regions, leading to substantial economic losses. The disease has been reported in 24 states and Union territories, resulting in the culling of over 9 million birds to control its spread.

The last reported outbreak was in Navapur in 2021. HPAI has devastating consequences for the poultry industry, farmers' livelihood, international trade and the health of wild birds.

When there is a bird flu outbreak, the rule of thumb is to cull all poultry—infected or not—to contain the spread of avian influenza. This leads to heavy economic losses for farmers and a long-lasting impact on their livelihoods. Often, bird flu incidents are suppressed by authorities or farmers themselves as they don't get compensation.


FAQ : Why India isn't using bird flu vaccine?

Ans : Many Southeast Asian countries, including China, have developed vaccines and saved their industry. However, India has not adopted vaccination due to its weak surveillance systems. Indian poultry is mostly reared in unorganised farms, including backyard poultry where thousands of farmers are engaged. There is a high risk of monitoring live vaccines as it increases the chances

of virus strains from poultry droppings infecting humans. Government officers say despite vaccinations in Southeast Asian countries, there are a high number of human transmission of H5N1 virus.

FAQ : What does self-declaration mean for the poultry industry?

Ans : It is good news for India's poultry industry. There are currently 851 million poultry birds in India, making India the third-largest producer of eggs (129.60 billion) and the fifth-largest producer of poultry meat (4.47 million tonnes) globally. India exported to 64 countries last year.

Over the last eight years, India has formed two expert committees in the North and South, which consist of state and Central government technical experts chaired by independent experts. They set a methodology and strict protocols for regular testing of workers engaged in the poultry industry and their documentation. After the assessment of documents, the government provides certificates, which are valid for three years. Many countries don't entertain this certificate but prefer to check samples in their lab to verify the claim. It is a time-consuming process. Since the self-approval system got recognition from the 182- member-nation of WOA, India's poultry trade is expected to see record growth. Even with the outbreak of HPAI in other parts of the country, these 26 poultry compartmental-free zones can keep exporting it. 

RoboBatcher robotic packing of Chicken Tenders for Saving and Outperforming Manual Labor

Until now, in those markets where chicken tenders (aka tenderloins or inner fillets) are sold on trays for supermarkets, these packs have been put together by hand. Given the global shortage of labor, automation is the better option. That is exactly what Marel's RoboBatcher Flex for tenders does. Featuring a new gripper, the robot improves on a manual operation by speeding up the process, minimizing giveaway and achieving state-of-the-art styling results.

Until now, the stream of tenders coming from the breast deboning equipment in a poultry processing plant has been processed manually. Most of the time, this involves operators packing tenders one by one while estimating the weights of tender batches and finally weighing trays manually on an off-line weighing scale. The Marel RoboBatcher is the ideal solution for automating this job.

Labor reduction


Packing tenders in trays is labor-intensive, as quality is very important. In certain parts of the world, tenders have a very high value and must be handled with care. Saving several workers per shift on this monotonous packing job, the RoboBatcher Flex for tenders outperforms a manual operation in speed, grading precision, batching accuracy and giveaway



reduction. Besides reducing the need for labor, RoboBatcher Flex for tenders improves hygiene and food safety because fewer people are handling and touching the meat.

A processing plant in the above countries will produce plenty of tenders to keep the RoboBatcher Flex running full-time. If needed, the dedicated tender gripper on the robot arm can be changed over in a couple of minutes to batch and pack fillets, legs or drumsticks.

New tender gripper

In addition to RoboBatcher's dedicated grippers for fillets, legs and drumsticks, Marel has developed a fourth gripper, especially for tenders. Once again, it features state-of-the-art technology, resulting in the precise, careful handling of tenders. The gripper picks up the tender and descends into the tray, which moves along with the belt to achieve a perfect styling. The RoboBatcher Flex for tenders operates at high speeds. Acceleration forces reach up to 10G. The gripper features several 3D-printed parts that require fewer bolted joints, making it lighter and able to move faster. It is also easier to clean. 

The Declining Landscape of Free-Range Eggs in Kerala

The poultry market in Kerala is facing a severe shortage of free-range country eggs. Despite heightened demand, the availability of these eggs, known for their quality, has diminished significantly, leaving both consumers and retailers struggling to meet requirements. These farms typically yield a modest 100 to 120 eggs annually per chicken, pricing each egg between Rs 10 to Rs 15.


Free-range eggs are renowned for their superior nutritional profile and ethical production practices, as hens are allowed to roam freely, engage in natural behaviors, and consume a diverse diet. However, the news suggests that the supply of these eggs in Kerala is facing a significant downturn, prompting a closer examination of the factors contributing to this decline. Shopkeepers lament the infrequency of steady supplies, with only sporadic arrivals of these sought-after eggs. Instead, eggs from Giriraja breed chicken, sourced from various Kerala farms, are more commonly found and priced at Rs 10 each. One

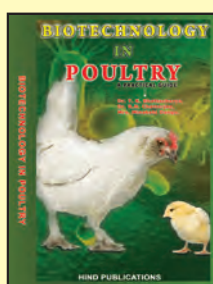
of the primary factors cited in the report is the increasing demand for eggs in Kerala, driven by population growth and changing dietary preferences. As the demand for eggs rises, there is a corresponding pressure on the poultry industry to scale up production. In response to this demand, conventional egg farms may prioritize higher production efficiency over free-range practices, leading to a decline in the availability of eggs from hens with unrestricted access to outdoor spaces.

Meanwhile, prices of regular chicken eggs are surging exponentially. Starting from Rs 5.50 in September 2023, they reached Rs. 8 on January 1, 2024. Starting from Rs 5.50 in September 2023, they reached Rs 8 on January 1, 2024. The onset of the cold season in North India has boosted egg consumption.

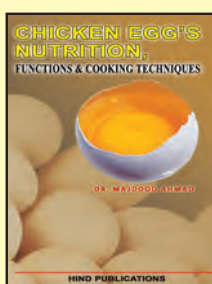
Some parts of North India have witnessed egg prices exceeding Rs 8. The 20% reduction in egg production in Namakkal, Tamil Nadu, has further contributed to the price hike.

This upward price trend is expected to continue until mid-January. Moreover, regulatory challenges and lack of incentives for free-range farming could be contributing to the decline. If existing regulations favor or do not adequately support conventional egg production, farmers may be disincentivized from adopting free-range practices. Policymakers and regulatory bodies play a crucial role in creating an environment that encourages and rewards sustainable and ethical farming practices.

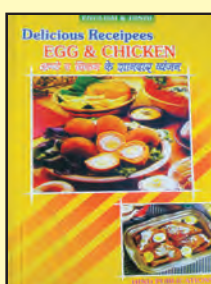
As per the Kerala Development Report 2021, Poultry meat and egg has been the fastest growing revenue earning sector. Gross State Value Added (GSVA) of Livestock components have grown from 23 to 26.7% over the years 2012 - 2019. At the same time GSVA in the agriculture sector has fallen from 60 to 53.2%. The Govt. of Kerala envisage a growth of 4% per annum in the Poultry sector as a prerequisite to attaining sustainable growth in the coming years. 



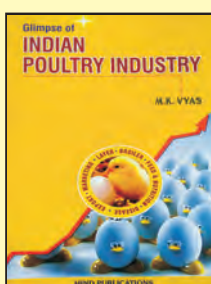
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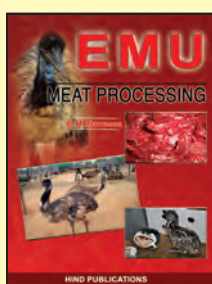
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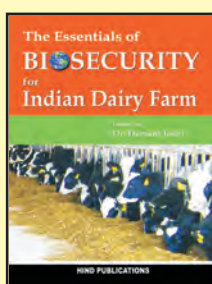
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NOVUS Shares Innovation Supporting the Poultry Industry at IPPE



NOVUS poultry experts are sharing the latest research in trace minerals, footpad health, and carcass quality at the International Production and Processing Expo (IPPE), January 30-February 1, 2024, in Atlanta, Georgia. The NOVUS experts will present four abstracts as part of the International Poultry Scientific Forum (IPSF), which is held in conjunction with IPPE. The poster and oral presentations take place January 29-30, 2024, at the Georgia World Congress Center. "IPSF is the premiere event to learn the latest research on environmental management, nutrition, physiology, pathology, and disease," says Gonzalo Prat, NOVUS senior director and managing director for the Americas. "We are honored to participate in the forum to share how intelligent nutrition is supporting bird health and producer goals."

The NOVUS abstracts are:

- Effect of Chelated Trace Minerals in Laying Hens during a Second Production Period after Molting -

oral presentation by Hugo Romero, Ph.D., global poultry technology executive manager

- Feeding Methionine Hydroxy Analogue Chelated Trace Minerals Reduces Mineral Excretion to the Environment in Broiler Chickens - oral presentation by Frances Yan, Ph.D., global poultry research senior manager
- Supplementation of Cu Methionine Hydroxy Analogue Chelate Maintains Chickens' Performance and Reduces Mineral Excretion and Footpad Dermatitis - oral presentation by KelenZavarize, Ph.D., technical services manager for Latin America North
- Evaluation of Zn, Cu and Mn Methionine Hydroxy Analogue Chelate associated with Benzoic Acid and Essential Oils on Performance, Incidence of Footpad Lesions and Carcass Quality in Broilers- poster

presentation by KelenZavarize, Ph.D., technical services manager for Latin America North

Dr.Zavarize said the abstracts from NOVUS showcase the importance of highly bioavailable trace minerals in poultry production. "The poultry industry recognizes that trace minerals support health and performance but not all minerals are the same," she says. "Research like this showcases the difference mineral source can make, both on its own and in combination with other products." One of Dr.Zavarize's abstracts looks at the results of feeding broilers zinc, copper and manganese as MINTREX® Bis-Chelated Trace Minerals in combination with benzoic acid source AVIMATRIX® Feed Solution and NEXT ENHANCE® 150 Feed Solution, a microencapsulated source of thymol and carvacrol. "The results showed this combination improved overall performance, and footpad and tissue health in field conditions, thereby producing more high-quality broilers for our customers," she says.

Registration is required to attend IPSF. For the event program and to register, visit www.ippexpo.org/education-programs/IPSF. Those unable to attend IPSF can speak with the NOVUS poultry experts at the NOVUS booth at IPPE located in Hall A, Booth 1833 from 10:00 a.m. to 5:00 p.m. EST on January 30, 9:00 a.m. to 5:00 p.m. on January 31 and 9:00 a.m. to 3:00 p.m. on February 1.

Centay India exhibits in South Asia's largest Poultry Expo 2023, at Hyderabad, India.



Centay India participated in 15th Poultry India Expo organised at Hitex city exhibi-on hall, Hyderabad from 22nd to 24th November, 2023.

We showcased our advanced & innova-ve range of feed and water supplement products meant for poultry farm management like Eggril (for non-laying birds), Shvaas Eez (for Mycoplasma, CRD & CCRD), Descalant Vet DS (for cleaning of cooling pads, nipples and pipelines), Cop-Ap-Plus (Acidified liquid copper sulphate) to help poultry stakeholders op-mize performance and achieve focused goals and mark our presence at global level.

Dr Naresh Gupta, Director, Centay India & Saurabh Poultry, informed that the company is working very aggressively, to op-mize feed cost and to help farmers to improve their efficiency and profitability. Saurabh Gupta, Director, Centay India & Saurabh Poultry educated customers about the latest nanotechnology product Shvaas Eez which gives significant relief from Mycoplasma, CRD & CCRD. We received a lot of queries for distribu-on of our products from South India and neighbouring countries like Nepal, Bangladesh & Sri Lanka. We are thankful to all the visitors, existing customers and key stakeholders for visi-ng our stall and making the show a success. We are keen to answer any queries regarding our products and we look forward to interact with all of you soon.



हिंद पोल्ट्री
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Captivating Highlights of Poultry India Exhibition 2023: Unforgettable Moments and Gratitude to Our Distinguished Attendees!



What an incredible exhibition it was! We are beyond thrilled to share with you the tremendous success of the Poultry India Exhibition 2023. The event brought together esteemed delegates from all corners of the industry, making it a truly unforgettable experience.

On behalf of the Huvepharma team, we would like to extend our heartfelt gratitude to all the delegates and industry friends who visited our stall at the exhibition. Your presence and support played a pivotal role in making this event a resounding success.

Meeting each and every one of you was an immense pleasure for us. We are truly grateful for the meaningful conversations we had and for the valuable insights you shared with us. We would also like to express our sincere appreciation for your contribution in making this event not only successful but also memorable. Your presence added vibrancy to our stall.

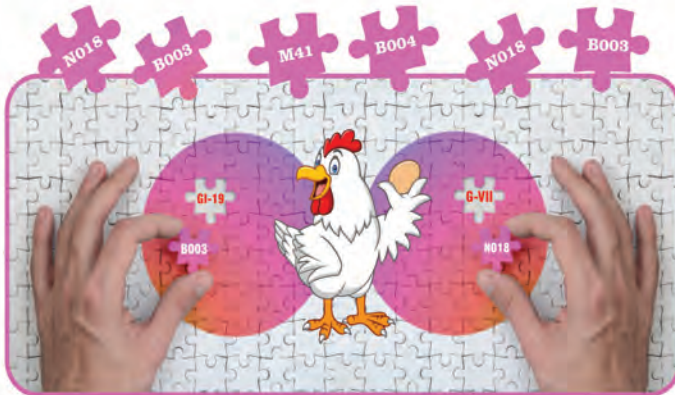








Huvepharma is honoured to have been awarded the prestigious Best in Service recognition in the poultry industry by HYBIZ TV, India's leading online business TV, at the Poultry India Exhibition 2023 in Hyderabad. We extend our heartfelt gratitude to HYBIZ TV for this esteemed recognition.



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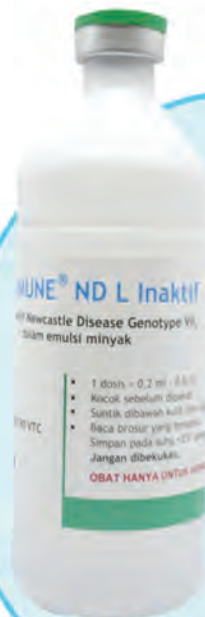
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