

हिंद पोल्ट्री

HIND POULTRY

Vol. XXII

March 2024

No. 9

Ms. Brigit Horn
Managing Director,
VIV Worldwide

Interview

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CONTENTS

Hind Poultry March 2024



NOVUS Acquires Enzyme Company
BioResource International, Inc. 06

K.S. Venugopal and Y. Hari Prasad join
Srinivasa Farms as President and Vice President . 08

Building and Maintaining Strong
Relationships within our Industry 11

Intracare Expands Global Footprints with
Launch of Indian Operations 13

Understanding Mycotoxins is Not Easy ... 17

If chicken is cheaper, why should
eggs cost so much? 18

UOB joins Health & Nutrition Asia
2024 to discuss Banking for
Sustainable Food Industry 21

Cabinet Approves Extension of
Animal Husbandry Infrastructure
Development Fund 24

Moisture Management Programs with
Enhanced Feed Mill Efficiency in
Animal Feed 29

Scottish Institute Explores use of
Seaweed in Chicken Feed 31

INDO-DUTCH 41

On site production of liquid feed
enzymes; a unique globally applied tool.. 37

World Veterinary Poultry Association
India Conference – 2024 41

Glimpses of the Kolkata International
Poultry Fair 2024 47





NOVUS Acquires Enzyme Company BioResource International, Inc.

“Acquisition aims to strengthen the company’s portfolio and innovation goals

Novus International, Inc. announces it has completed the acquisition of U.S.-based enzyme company BioResource International, Inc. (BRI). Under the terms of the agreement, NOVUS becomes the owner of all BRI’s products and intellectual property and takes control of the company’s facilities.

This move will allow us to serve our customers better and expand our innovation pipeline further,” says NOVUS President & CEO Dan Meagher. “Enzymes are vital tools for producers to ensure animal health and well-being and help deliver on-farm profitability. We’re very excited to offer our customers more options, as well as aspire to develop new feed additives.

The relationship between the two companies isn’t new. NOVUS has partnered with BRI since 2008 to manufacture its protease product, CIBENZA® Enzyme Feed Additive. Meagher says having full ownership and control of the product line and the option to expand NOVUS’ portfolio beyond protease enzymes is a natural fit in the company’s long-term strategic plans.

As a leader in intelligent nutrition, NOVUS’ priorities include investing further in functional proteins and the gut health segment, growing our portfolio, and achieving stronger control of our supply chain,” he says. “Along with supporting these goals, acquiring BRI also increases our capabilities to develop innovative solutions in the fermentation space.


“BRI’s products include Versazyme® protease feed additive, Xylamax® xylanase feed enzyme, Dymanase® mannanase enzyme, Phytamax® granulated, thermostable, microbial 6-phytase enzyme; and EnzaPro® enzyme and direct-fed microbials, among others.” “BRI’s co-founder and CEO Giles Shih, Ph.D., says the acquisition and tapping into the knowledge of employees in both BRI and NOVUS allows for the continued growth of the company he helped create 25 years ago.”

“We are super excited about the future where BRI’s products and people combine forces with the global reach and deep industry knowledge NOVUS brings to the feed additive space,” Shih says. “This

deal is not one of happenstance. Our two companies have worked closely together since 2008 to launch the first generation of heat-stable protease feed enzymes and shape how they are developed, marketed, and optimized to add value to customers worldwide. This acquisition will enable NOVUS to innovate the next generation of proteases and enzymes that will do even more, from promoting gut health to promoting the bottom line.”

“Along with BRI’s current product portfolio, NOVUS also takes over the company’s facilities in North Carolina in the U.S.

Meagher says continuity is key for current BRI customers and they should experience “business as usual” during the integration process.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company’s portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, and a network of experts worldwide to provide guidance on management best practices. NOVUS is owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd.” 

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K.S. Venugopal and Y. Hari Prasad join Srinivasa Farms as President and Vice President



Mr. K.S. Venugopal
President, Srinivasa Farms

Srinivasa Farms is poised to scale new horizons with the advent of top-notch Business Leaders joining hands in its growth trajectory. Srinivasa Farms heartily welcomes Mr. K.S. Venugopal who has joined as President and Mr. Y. Hari Prasad as Vice-President-Sales.



Mr. Y. Hari Prasad
Vice President, Srinivasa Farms

About Mr. Venugopal

Venu has worked in GCMME, ITC, Parrys Confectionery, Airtel and Reliance over the past 34 years in a spectrum of roles spanning various industries and sectors – Telecom, FMCG, Retail, Consulting and Services. He has handled many Senior roles and very large teams across functions including Sales, Marketing, Supply Chain, Manufacturing, Operations and Strategy.

Venu is a professional CEO with experience in building organizations from scratch, scaling up, turning around businesses, managing large teams, enhancing team competencies, driving operations with full P&L accountability and providing operational, strategic and tactical leadership for sustained profitability and market share and mentoring senior leadership roles for over 17 years.

He has been a part of the Senior Management Team at Reliance Industries and has been associated with building all their growth businesses spanning Telecom, Retail, and E-Commerce, over the past two decades.

A Management graduate from IRMA, Venugopal is also a post-graduate in Econometrics from the Central University of Hyderabad. He has been a gold medallist and University ranker all through. He has also done quite a few Senior level Executive Programs in Singapore, USA, UK and Australia.

As President, Venu will drive execution of strategic plans, guide teams to service excellence, oversee financial, commercial and production obligations. He will be spearheading India operations encompassing Layers, Broilers, Integration and Feed.

About Mr. Y. Hari Prasad

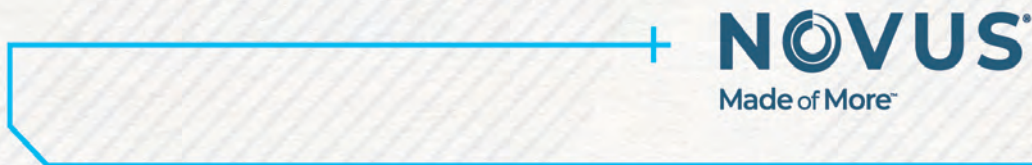
Hari has over three decades (34 years) of experience in Poultry industry and most of his experience was with Pfizer Animal Health, which is now Zoetis Inc. He started his career as Veterinary Service Executive in Glaxo Animal Health and moved on to Pfizer/Zoetis as Veterinary Sales Representative. During his tenure at Pfizer/Zoetis, he held various leadership roles, including Marketing Director, Business Unit Director and General Manager (India & BNS Markets).

Hari is a staunch believer in customer-centric approach, while fostering long-term relationships with co-workers and customers alike. Hari Prasad holds M.Sc. degree in Physical Oceanography from Andhra University. Mr. Hari will be championing expansion of market share, driving company's sales growth, optimizing revenue & profitability, gauging and meeting consumer preferences & market trends. He will predominantly look after Layer, Feed & Vaccine sales for pan India. 🇮🇳



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Building and Maintaining Strong Relationships within our Industry, is Paramount for VIV Worldwide

- Ms. Birgit Horn, Managing Director, VIV Worldwide

"Ms. Birgit Horn is the Managing Director of VIV worldwide and based in its head office in Utrecht. "As a managing Director, Ms. Birgit Horn has been contributing to enlarge the VIV worldwide network on all measures with regards to exhibitors, visitors and partner development and also further strengthen the worldwide reach of the VIV show portfolio." Ms. Birgit Horn has a vast experience of 27 years working in the exhibition industry. She has worked in different leadership positions. She during her tenure has developed new trade fair and conference formats, expanding industry segments in Germany, India as well as in Turkey. "Ms. Birgit's Horn focus on industry developments by building strong connections through clear customer-driven event concepts has helped VIV worldwide to continue its legacy in the sector." Ms. Birgit Horn is now inspiring the whole team in reaching for the best possible services to supply top-quality events. At the same time, she is keen to dive into the world of Agri Food and animal protein production, meet the existing partners and expand the VIV worldwide network in the Feed to Food industry." "Birgit Horn is responsible for the entire VIV worldwide portfolio, which is spread across the globe – Asia, Europe, and the MEA region, and consists of VIV trade exhibitions, VIV Connect and the VIV trade forums. "Recently M. K. Vyas and Shashank Purohit interacted with Ms. Birgit Horn on various aspects of the global exhibition industry and VIV's approach to strengthen its base across the globe." The excerpt of the interview is given here under."

Question : As you approach the completion of your two-year tenure with VIV Worldwide in August 2024, could you elaborate on the distinctive aspects of this professional journey in comparison to your previous experience with Messe Düsseldorf GmbH, which operates in a distinct vertical characterized by unique client demographics, visitor profiles, and geographical conditions, particularly in the context of VIV Asia, VIV China, and ILDEX events in Asia?

Ms. Birgit Horn : First of all thank you very much for the opportunity to share our ideas with your audience here. It is always very difficult to compare tasks in your

professional life as industries, company structure and way of work really vary. What I enjoy as being a member of the exhibition world is the chance to explore the challenges and developments of an industry, how innovative ideas evolve and markets develop. With VIV Worldwide we have the chance to grow together with the Agrifood Production industry globally and to support our customers in exactly that – reaching out to markets and customers and to showcase the innovative route to succeed in it.

Question : VIV Worldwide is known for its commitment to fostering knowledge exchange and networking opportunities within the

poultry and livestock sectors. Can you share some of the key strategies that have been instrumental in achieving this goal?

Ms. Birgit Horn : The evolution of VIV Worldwide has been nothing short of remarkable since the inaugural event in the Netherlands. In addressing the diverse needs of the animal protein industry, our commitment is exemplified through a multifaceted approach. A key strategy for us has been to cater to different market needs with a dedicated approach. At VIV Asia e.g. you will find products and content that are relevant to this particular region and at VIV Europe accordingly.

On top of that our events always delve into industry standards, sustainability practices, and the latest trends in food production. This holistic approach, ensures that VIV Worldwide remains a comprehensive business to business platform that not only keeps pace with industry advancements but also places a significant focus on the crucial elements of the animal protein sector. All aiming at serving the globally growing food demand incorporating the latest sustainability and business goals.

Question : What role do you believe VIV Worldwide plays in addressing global challenges such as food security and sustainability in the poultry and livestock industries?

Ms. Birgit Horn : Sustainability is a top priority for VIV Worldwide and VNU Group and for Dutch Royal Jaarbeurs as a whole. We have initiated related content programs within our events, featuring key experts and partners who are actively championing sustainable practices. By providing a platform for these discussions and initiatives, we aim to contribute to the global effort in creating a more sustainable and resilient agrifood system. At the same time, we offer extensive knowledge seminars, conferences and workshops delving deep into these matters in on all our shows around the world in order to cover the needs and challenges of different markets whether that is in the food security subject or that of sustainability. We always work to be on top of mind how to support the industry by improving their business practices in meeting



consumer and regulatory trends for a futureproof food production.

Question : How do you ensure that VIV Worldwide stays at the forefront of innovation and technology transfer in the poultry and livestock sectors?

Ms. Birgit Horn : To ensure that, we follow a multi-faceted approach. This includes actively engaging with industry stakeholders, attending and organizing industry conferences and exhibitions, fostering partnerships with industry associations, key opinion leaders and research institutions, and investing in research and development initiatives. By staying updated with the latest advancements and facilitating knowledge exchange within the industry, we also on our end drive continuous improvement and innovation in animal protein production.

Question : How do you approach building and maintaining strong relationships with stakeholders, including industry leaders, government officials, and other key players in the poultry and livestock sectors?

Ms. Birgit Horn : Building and maintaining strong relationships within our industry, is paramount for VIV Worldwide. It is also what has gotten VIV Worldwide to where it is today. This involves

regular communication, collaboration on industry initiatives, and a commitment to mutual values and goals. We prioritize transparency and responsiveness in our interactions, seeking to understand and address

the needs and concerns of our stakeholders while fostering long-term partnerships based on trust and mutual benefit.

Question : In the realm of animal protein production, India holds a prominent position in the top five for Milk, Meat, Aquaculture, and Egg production. Given the immense diversity of India, what strategic initiatives do you envision to further establish your presence and expand your market share in this dynamic and multifaceted country?

Ms. Birgit Horn : At VIV World wide and in general within the VNU Group we recognize the enormous market potential that India presents as well as its diverse consumer base. India not only supplies food to its own vast population but is also one of the strongest exporters at the moment. Platforms like VIV Asia and VIV MEA offer ideal opportunities to engage with Indian industry representatives and facilitate exporting opportunities for Indian businesses. In addition we continue our close cooperation with local partners and this enhances our market presence.

Question : How do you ensure that VIV Worldwide remains adaptable and responsive to changing market dynamics and customer needs?

Ms. Birgit Horn : We continuously monitor industry trends, gather feedback from our visitors and exhibitors through personal interaction and regular surveys, and assess market developments and research reports to update our strategic decision-making process. This, allows us to quickly pivot our offerings, adjust our approach, and introduce innovative solutions that address evolving customer requirements and market conditions. In a nutshell we observe, we ask and we listen, before taking action.

Question : Looking ahead, what are some of the key opportunities and challenges that you see for VIV Worldwide, and how do you plan to address them?

Ms. Birgit Horn : Some of the key opportunities for VIV Worldwide and the VNU Agrifood Portfolio in general, include tapping into emerging markets, developing further our presence with digitalization and technology to enhance customer engagement and event experience, and expanding our global branding through strategic partnerships and key cooperations. We do indeed also face challenges, such as geopolitical uncertainties, and increasing competition. We plan to face those by working hard to deliver the quality and personalization that has brought us thus far, while adapting to new situations and staying current with new trends and technological advancements in our industry. Last but not least, we find it very important to invest in our team, as talent development and professional growth are critical to navigating the future and maintaining a steady pace of growth. 

Intracare Expands Global Footprints with Launch of Indian Operations



Intracare, The Netherlands based globally renowned Animal Health Solutions Provider, is excited to announce the introduction of Intracare SEA Private Limited, marking a significant milestone in the organization's expansion strategy.

With a rich legacy of delivering innovative and highest-quality products for animal health and welfare, Intracare has chosen India as its next strategic location to serve the dynamic and growing Southeast Asian Market. The launch of Intracare SEA Private Limited underscores the company's commitment to fostering a healthier and more sustainable future for livestock in the region.

Intracare's entrance into Indian market represents a blend of cutting-edge research, advanced technology and a decade long deep understanding of the unique biosecurity challenges faced by the diverse livestock sector in the country. Intracare brings a comprehensive portfolio of products, including hygiene solutions, nutritional supplements, and hoof care products designed to meet the evolving needs of the Indian farmers, veterinarians, and customers.

Mr. Symon de Jong, Director, Intracare Netherlands, expressed his enthusiasm about the expansion, saying, "The launch of Intracare SEA Private Limited is a strategic move to bring our world-class solutions to the vibrant Indian market. We are excited to contribute to the well-being of the animals and success of the farmers in livestock industry in India. Our team is dedicated to maintaining the highest standards of quality and innovation, aligning with values that Intracare is globally renowned for."

Intracare SEA Private Limited will operate with a commitment to sustainable practices, promoting responsible animal husbandry, reducing the usage of antibiotics, and contributing to the overall welfare of the animals. The company aims to build strong partnership with local stakeholders, including farmers, veterinarians, authorities, and distributors, to create a positive impact on Indian livestock landscape.

Intracare, based out of The Netherlands, develops, produces, and supplies proven and effective veterinary medicines, biosecurity, hygiene products, nutrients and innovations for sustainable and modern livestock farming, horticulture, and aquaculture worldwide. The effect of cooperation is more than enough of sum of its parts. Our state-of-the-art R&D department develops solutions for the challenges of tomorrow. Collaborating with our people in the field, we create products that achieve sustainable growth and reduce the use of antibiotics and pesticides. And that makes us pioneers in future-proof-solutions. 



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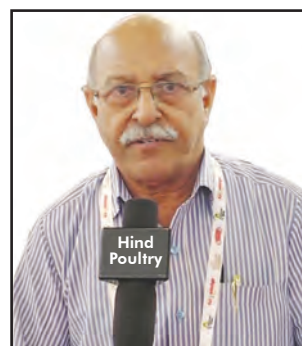
*Majority of field trials were conducted at same farm with multiple sheds in integrations across various geographical locations and at different time of the year. Some of the integrators were generous in sharing complete production indices while others communicated the summary of the trial results. In the field trials, Improval™ MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports available on request.



Understanding Mycotoxins is Not Easy

The occurrence of mycotoxins in the feed is of great concern and an unavoidable problem in the worldwide feed industry. Mycotoxins also endanger human health through the cycle of the food chain. Feed constitutes one of the major input cost incurred in poultry farming, nearly 65 to 70% of the total rearing cost of Poultry is constituted by the Feed alone and thus it becomes imperative to have the best quality feed in order to maintain healthy flocks and ensure best performance for maximum profits. The Feed, which is made up of various raw materials, is also the major source of mycotoxin and their metabolites that cause the damage to the birds immune system, health and well being, diseases and failure of vaccines and poor response with treatments, leading to poor overall performance, confusion and leading to financial losses. The contamination of feed through various means which include the quality of the raw materials used and the ways by which these raw materials are handled, stored and processed to form the final product plays an important role in determining the negative effects which the feed can bring on the health and productive performance of the birds. It is operationally not possible to have fool proof arrangements to ensure there are no contaminants (Physical or Biological) in the feed. Some way or the other, at the feed manufacturing level or at the farm level, the feed gets contaminated leading poor immunity, to impaired health and productivity in birds. It's a dynamic situation, a variety of fungal spores and fungus are always present in the feed ingredients, when conditions are favourable, the spores sporulate's and new fungus germinates and grows, the old existing fungus by this time is ready to produce a variety of mycotoxins, with every passing day, the level of the mycotoxins, their combination, metabolites and quantity change's.

Nutritionist/Consultants/Advisor's/ Scientist's give least cost, well balanced feed formulations, considering the nutrient contents of each ingredient to the third decimal place, ignoring the quality aspects of the ingredients being used, specially with respect to the mycotoxins and their metabolites. The Veterinarian's in the poultry industry mostly look for and try to diagnose the new and emerging Viral, Bacterial, Nutritional or



Dr. S.K. Maini

Gen. Manager (Technical)
Vesper Group, Bengaluru.

Managerial diseases as the main reason for problems in poultry production, usually ignoring the mycotoxins and the complications they create, which are not easy to diagnose and treat. The present generation farmers, or highly educated son's of old poultry farmers, who frequently "Google" to find the solutions to problems they see and face on their farms, may get theoretical answers to their questions, but they stay away from the reality, and end up using unwanted ingredients, items, drugs, medicines, feed additives, nutraceuticals and vaccines.


Farmer's always thinks, the ingredients they purchases to formulate and manufacture the feed for his poultry are the best quality available in the market, and rarely accept the fact, that mycotoxins are entering his birds through the so called good feed, then his EGO takes over and they argue, my feed is excellent quality wise or why will I feed toxins to my birds.

In India, when ever we talk about mycotoxins, farmers, nutritionists and experts think they are being abused or belittled, so they go into defensive mode, and say their ingredients are good quality,

dry and free of mycotoxins, some even get it tested for aflatoxins and show the negative or within limits analysis reports. The culture of buying cheap fresh feed ingredients with high moisture content and holding/hoarding them till the market rates increase, which may take few weeks to few months, during this period the fungus grows, produce mycotoxins, insects eat certain nutrients changing their nutritional contents and composition, simultaneously add their faecal matter and urine to the ingredients, lowering there quality.

The feed plant's raw material storage area or bins, mixer's, grinder's, elevator's, conveyor's , finished feed storage bins, feed transporting vehicles etc., are very rarely to never cleaned, washed or sanitised, and are a source of fungus spread and mycotoxins. There are no laboratories for regular and proper testing of the feed ingredients or finished feeds with respect to the nearly 500 types of mycotoxins and their metabolites, present in the poultry industry. Lots of wrong information is fed to the farmers and the young Veterinarians by personnel of the pharma industry, claiming their product (toxin binder) is capable of preventing all varieties of mycotoxins present in the feed, which in fact is a big lie only to promote their product and make money. Poor ventilation of storage area, improper construction and other defects add to the already complex situation, failure to prevention and control the rodents, birds, insects etc. ruin the situation further. **Understanding mycotoxins is not easy**, for the above mentioned reasons, and also as they never come

alone, always exist as multiple mycotoxins, mycotoxin incidence in different types of raw materials and feedstuffs is different, combination of toxins is also not same every time, the characters of each toxin, their effect - synergistic or additive, damage caused in various organs and systems, the metabolites produced etc., are also different. As some are neurotoxic, others hemotoxic, nephrotoxic, cytotoxic, Immune system suppressants, they disturb the metabolism and interfere in the reproductive and genetic mechanisms.


Mycotoxin toxicity also differs, depending upon the species of animal in question, age of the animal, Sex, type and number of toxins detected, and the concentration of each mycotoxins in feed. Everyone concerned with the poultry production have to change their thinking, perception and damage done by the mycotoxins and their metabolites to the birds, their health and performance, to provide safe food, both meat and eggs for the population that consumes it. As no single product of any company can prevent the damage they do, strategies need to be developed for the prevention, control and treatment using combination of products and techniques coupled with high standard of hygiene and sanitation of the feed plants, transportation and storage area's. Establishment of the state of the art laboratories in all important poultry production centres to test and analyse the mycotoxins and their metabolites is the need of the hour. 

If chicken is cheaper, why should eggs cost so much?



Chicken prices have been falling for over a year, while egg prices have been rising due to demand from ethanol makers and a rise in exports to Sri Lanka.

According to data from economists, retail inflation in chicken was a negative 3.9% in December 2023 and negative 0.8% in November 2023, compared to 7.8% in December 2022. On the other hand, retail inflation in eggs was at 4.4% in December 2023 and 5.9% in November 2023, compared to 6.9% in December 2022.

In a twist to the chicken vs egg debate, prices of chicken (broiler) have been falling for more than a year now while egg prices have been on the rise, though the pace of rise in egg prices has slowed a little. The surge in egg prices is attributed to the rising cost of feed (corn or maize and soybean meal) owing partly to demand from ethanol makers, and tightening supply in the domestic market following a dramatic rise in exports to Sri Lanka. And chicken prices fell due to lukewarm market demand as well as oversupply from rising bird weights. 

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UOB joins Health & Nutrition Asia 2024 to discuss Banking for Sustainable Food Industry

VNU Group, the international tradeshow organizer of Health & Nutrition Asia 2024, has entered into a strategic content partnership with UOB Thailand to produce the content about the Climate Journey: Steering Collaborative Change along the Animal Protein Value Chain during the half day conference program in Health & Nutrition Asia 2024.

As one of Asia's leading banks seeking to support responsible growth in animal production and agriculture, UOB brings its commitment to sustainable financial practices and investments for Small and Medium Enterprises (SMEs) in Asia. This market is a priority for VIV Worldwide, the VNU Group's global network connecting professionals across the animal feed and food industries.

Mr. Ernest Tan, Executive Director, Head of Consumer Goods, Sector Solutions Group, UOB, said "Rising populations, an expanding middle class and rapid urbanization in Asia are dramatically changing food consumption patterns. However, the region faces constraints around arable land and water per capita. As a key part of the food system, the livestock and agriculture sector needs a just transition to sustainability in order to meet demand without further environmental impact."

"With UOB's extensive presence across Asia, we have an opportunity to promote more sustainable practices all along the food production chain. This collaboration with Health and Nutrition Asia provides an important platform to share ideas and solutions with stakeholders in the industry," he added. Ms. Panadda Kongma, Vice President Business at VNU Asia Pacific, highlighted the growth momentum in the livestock industry, citing a report by The International Market Analysis Research and Consulting Group: "The global animal health industry is expected to reach a value of USD 37.8 billion in 2023, projected to grow to USD 49.5 billion by 2032, with a CAGR of 2.9% during 2024-2032".

Ms. Kongma stressed the significance of having UOB as a content partner at Health & Nutrition Asia 2024, stating, "UOB's conference will shed light on the importance of sustainability across animal protein value chain, the interventions / solutions companies can take to improve sustainability and UOB: Sustainable Financing Solutions. A panel discussion with industry experts will be a highlight of the conference, offering a comprehensive perspective on the sector's future."

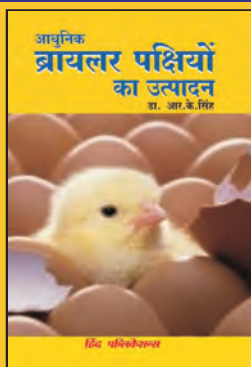
Health and Nutrition Asia is a niche event by VIV worldwide, focusing on innovation in nutrition, pharmaceuticals, and high-tech animal health solutions. Co-located with VICTAM Asia, the three-day event at the BITEC venue in Bangkok, offers a unique platform to explore the latest advancements in feed, nutrition, pharma, genetics, health, and veterinary technology.

Save the date for Health & Nutrition Asia 2024: March 12-14, 2024, at BITEC, Bangkok, Thailand. For more information, please visit <https://vivhealthandnutrition.nl/>.

About Health and Nutrition Asia

Health and Nutrition Asia is a niche event by VIV worldwide, focusing on innovation in nutrition, pharmaceuticals, and high-tech animal health solutions. Co-located with VICTAM Asia, the event spans three days at the BITEC venue in Bangkok, offering a unique platform to explore the latest advancements in feed, nutrition, pharma, genetics, health, and veterinary technology. <https://vivhealthandnutrition.nl/>.

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About UOB

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For nearly nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with ASEAN.

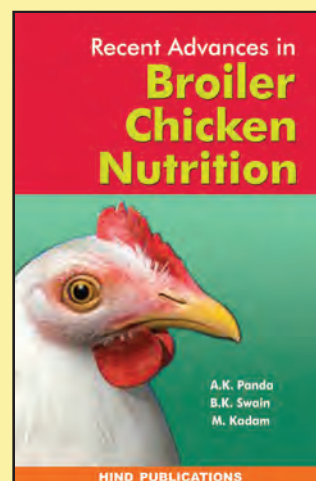
The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to help businesses forge a sustainable future, by fostering social inclusiveness, creating positive environmental impact and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

About UOB Thailand

UOB Thailand is a fully-licensed commercial bank with its network of 147 branches, 343 ATMs nationwide (as at 31 December 2023). UOB Thailand has consistently been amongst the top rated Thai banks according to Moody's Investor Service (A3 for Long-Term Bank Deposits rating) and Fitch Ratings (A-) for Long-Term Issuer Default Rating, 'AAA(tha)' for National Long-Term Rating).

ABOUT VNU GROUP

VNU Group is a globally operating exhibition company with offices in Utrecht and Bangkok, VNU Asia Pacific consolidates the international exhibition business of Royal Dutch Jaarbeurs. In Southeast Asia, Jaarbeurs formed a JV with TCC Group and from its business hub located in Bangkok. Through our international offices in Utrecht and Bangkok, we create powerful marketplaces that accelerate industries, networks and innovation worldwide. We use our worldwide reach, industry insight and entrepreneurial approach to unlock global markets and enable business opportunities.



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Cabinet Approves Extension of Animal Husbandry Infrastructure Development Fund

The Union Cabinet chaired by Prime Minister Shri Narendra Modi approved the continuation of Animal Husbandry Infrastructure Development Fund (AHIDF) to be implemented under Infrastructure Development Fund (IDF) with an outlay of Rs.29,610.25 crore for another three years up to 2025-26. The scheme will incentivize investments for Dairy processing and product diversification, Meat processing and product diversification, Animal Feed Plant, Breed multiplication farm, Animal Waste to Wealth Management (Agri-waste management) and Veterinary vaccine and drug production facilities.


Government of India will provide 3% interest subvention for 8 years including two years of moratorium for loan up to 90% from the scheduled bank and National Cooperative Development Corporation (NCDC), NABARD and NDDB. The eligible entities are individuals, Private Companies, FPO, MSME, Section 8 companies. Now the Dairy Cooperatives will also avail benefits for

modernization, strengthening of the dairy plants.

Government of India will also provide credit guarantee to the MSME and Dairy Cooperatives up to the 25% of the credit borrowed from the Credit Guarantee Fund of Rs.750 crore. The AHIDF has so far created an impact by adding 141.04 LLPD (Lakh Ltr. Per Day) of milk processing capacity, 79.24 lakh metric tons of feed processing capacity and 9.06 Lakh metric ton of meat processing capacity by adding to the supply chain since the inception of the scheme. The scheme has been able to increase processing capacity by 2-4% in dairy, meat and animal feed sector.

Animal Husbandry sector presents an opportunity for the investors to invest in the Livestock sector making this sector a lucrative one ranging from value addition, cold chain and integrated units of Dairy, Meat, Animal Feed units to technologically assisted Livestock and Poultry farms, Animal Waste to wealth Management and Setting up of Veterinary Drugs/ Vaccine units.

After inclusion of new activities like technologically assisted breed multiplication farms, strengthening of veterinary drugs and vaccine units, Animal waste to wealth management, scheme will exhibit a huge potential for the upgradation of infrastructure in the Livestock sector. The scheme will be a channel towards employment generation directly and indirectly to 35 lakh people through entrepreneurship development and aims for wealth creation in the livestock sector. So far, the AHIDF has benefitted directly and indirectly approximately to 15 lakh farmers. AHIDF is emerging a path towards achieving the Prime Minister's goal of doubling farmers' income, tapping the livestock sector by bringing the private sector investment, bringing in the latest technologies for processing and value addition, and last but not the least contributing to the Nation's economy by promoting the export of Livestock products. Such investments in processing and value addition infrastructure by eligible beneficiaries would also promote export of these processed and value added commodities.

Thus investment by incentivisation in AHIDF would not only leverage private investment 7 times but would also motivate farmers to invest more on inputs thereby driving higher productivity leading to increase farmers income. 

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Moisture Management Programs with Enhanced Feed Mill Efficiency in Animal Feed

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



Moisture management often not valued but plays a vital role in defining feed producers' profitability. Even distribution and absorption of moisture can prevent uncontrolled microbial load growth, supporting pellet quality and feed utilization while reducing production process loss and shrink. Moisture is a significant factor in determining high-quality pellets in animal feed.

Moisture-Related Challenges in the Feed Milling Process: The moisture content of feed is variable and, in most cases, altered during the feed milling process. Moisture loss is problematic for producers and end users, significantly impacting nutrient distribution, inventory loss, feed costs, yield, and profitability.

Addressing moisture loss is not as simple as adding moisture back into the feed mixing process. Water has high surface tension, often resulting in poor absorption by feed if added directly, allowing water to flash off in the press and cooler or remain free.

Uneven or incomplete water absorption in feed causes issues such as low pellet quality, nutrient segregation, and spoilage. High and low moisture content in feed is problematic. High moisture reduces throughput, increases the energy required by the pellet making process leads to feed spoilage and creates dense brittle pellets. However, low moisture reduces yields, increases fines, nutrient over formulation and easily broken pellets.

Proper moisture management helps in good quality pellet and feed utilization, reduces process loss, prevents feed spoilage, and improves batch yield

through reduced shrink. Effective moisture optimization and management in feed requires the producer to examine the factors impacting moisture level throughout the feed mixing and pellet-making process.

Moisture Assists the Pellet-Making Process

Moisture is vital to diets and is critical in the pellet-making process. Adequate moisture supports the binding of feed particles, gelatinization, pellet quality, mill energy consumption and profitability. High moisture can cause choked and reduced throughput within the mill, leading to heightened energy consumption and excessive microbial growth. In contrast, low feed moisture results in brittle pellets that lead to increased fines and poor feed utilization on the farm. In poultry feed, evidence supports that improved physical feed quality maximizes FCR, reduces mortality, improves animal yields, and helps manage excess feed costs.

Fylax Forte-HC liquid is a liquid mould inhibitor with a synergistic blend of organic acids, as well as surfactants. This can significantly reduce press resistance and energy consumption, decreasing the risk of feed blockages at the pelletizer without increasing the risk of microbial growth during feed storage. Trouw Nutrition's liquid mould inhibitor Fylax Forte HC Liquid contains a patent pending technology, called **ActiProp®**; a blend of buffered and non-buffered organic acids combined with surfactants and emulsifiers to guarantee reduction, milling efficiency increase, nutrient value preservation and feed shelf-life prolongation. This

solution has been proven in multiple commercial situations.

- The activated propionates technology increases the porosity of moulds’ outer layers effectively eliminating moulds.
- The surfactants ingredient in Fylax Forte lowers the surface tension of water, ensuring an optimal distribution of the hydrating solution throughout the complete batch of mixed ingredients.

Benefits of Fylax Forte HC liquid:

- Activated propionates for effective mould control in feed.
- Prolongs shelf-life of raw materials, compound feed.
- Protects nutritional value.
- Helps retain moisture content and improving production capacity.

- Stable propionic acid recovery of >95% after extrusion
- Reduces fines %

Trial reports of Fylax Forte HC Liq has shown improved feed mill efficiency by reducing energy consumption in the pellet mill by 19%, increasing throughput by 20% in comparison to Product MC. Fylax Forte HC Liq outperformed in feed quality parameters, such as: PDI 6% better, 53% less fines collected at the bagging, increased shelf-life of 44% and reduced moisture loss by 62% after 2 weeks of storage.

The trial was done at a feed mill with a production capacity of 110,000-ton poultry feed annually. The effect of Fylax Forte HC liq was assessed in comparison to Product MC. Product functionality was evaluated in a standard broiler finisher recipe. Both treatments were applied as a hydrating solution (Table 1) via Selko's Moisture Dosing System (MDS) installed at the feed mill.

Trial Summary			
Application	Pelleted broiler finisher feed	Objective	Feed Processing and moisture management
Product	Fylax Forte HC Liq, Product MC	Country & year	India, 2022
Inclusion rate	Fylax Forte HC liq 0.5 kg/t + 9 kg/t water Product MC 0.6 kg/t + 9 kg/t water	Type of trial	Field trial

Table 1: Trial design in Indian Feed Mill 2022


PARAMETERS	Final Feed Moisture (%)	Pellet mill throughput (t/h)	Energy consumption (kWh/t)	Pellet mill utilization (%)	Fines (%)	PDI	Accelerated shelf life (stress days)	Weight loss during storage (2 weeks, kg)
Product MC 0.6 kg/t + 9 kg/t water	12.4	7.9	18.3	53	5.27	64	9	0.39
Fylax Forte HC liq 0.5 kg/t + 9 kg/t water	12.5	10.0	14.8	66.5	2.48	68	13	0.15
% Difference (Fylax x MC)	-	+ 21	- 19.2	+ 20.3	- 52.9	+ 5.8	+ 44	- 61.5

Table 2: Comparison of Fylax Forte HC liq and Product MC

The MDS is a PLC controlled dosing system where water is combined with Fylax Forte HC liq in a pre-set ratio in an integrated tank to be used as hydrating solution. The precise dosing is ensured by an electromagnetic flow meter. The hydrating solution was sprayed using flat spray nozzles into the mixer direct to the mash feed. The hydrating solution was added after dry mixing and before adding oil. For each treatment 5 replicates of 2 tons were pelleted. The production parameters (throughput, energy consumption, pellet mill capacity) were measured and the average calculated after stabilization (the first and last readings were ignored). The pellet quality parameters (PDI, % of fines, moisture retention, and shelf life) were also measured from the feed collected at the bagging point (Table 2). For moisture retention the feed was stored in 60 kg bags, closed by stitching for two weeks, with weekly weight check for moisture loss check.

- In summary, reducing the energy usage of a feed mill producing 110,000 ton/annual by 12%, would result in a saving of Rs 15 lacs approx. annually in energy cost and the increased capacity would give additional 11,000 ton each year. Furthermore, Fylax Forte HC hydrating solution improves feed quality parameters and extends its shelf life.

(Sources: Trouw Nutrition - Internal Field Trials)

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Scottish Institute Explores use of Seaweed in Chicken Feed


Scotland's Rural College is involved in an initiative to revolutionise poultry feed production by exploring the viability of a highly coveted red seaweed as a sustainable substitute for soybean meal in UK chicken feed.

The Novel Seaweed Chicken Feed Feasibility project, led by Seaweed Generation in collaboration with Scotland's Rural College, University of West London, the Centre for Innovation Excellence in Livestock and Microgrow Systems Limited, will explore the feasibility of using tank or sea cultivated dulse – a protein-rich red seaweed – as a practical and cost-efficient alternative chicken feed.

This is one of 32 projects awarded funding from Innovate UK and the Biotechnology and Biological Sciences Research Council to drive transformation across the food industry to meet the demands of a growing population while promoting health and sustainability. The £500k project will develop an automated macroalgal protein cultivation system, harnessing the nutritional benefits of seaweed to create an environmentally-conscious protein source for poultry. Trials will be conducted at Scotland's Rural College's poultry facility near Edinburgh to assess the impact of dulse inclusion on nutrient digestibility, growth, carcass quality and gut health, offering essential insights into its potential as a sustainable and efficient alternative protein source for chicken feed.

Challenges

Dr Farina Khattak, who will lead the Scotland's Rural College trials with Professor Jos Houdijk, said: "Dulse possesses significant potential due to its higher bioavailable protein content. However, the current challenge lies in the prohibitively expensive and intricate nature of dulse cultivation. Although it can be grown at sea, its complex life cycle adds a layer of difficulty to the process.

"In contrast to terrestrial crops, the rapid growth capacity of dulse holds promise for providing a sustainable supply of biomass suitable for integration into poultry diets as a valuable protein source. The project represents a significant leap towards locally sourced and eco-friendly poultry nutrition, envisioning a reshaped industry by introducing a cost-effective alternative to soybean meal, thus mitigating the ecological impact of poultry production. 



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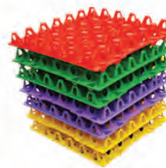
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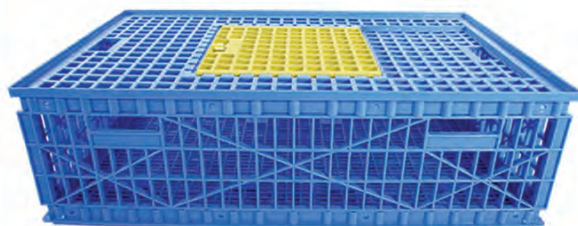
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On site production of liquid feed enzymes: a unique globally applied tool

DR. LODE NOLLET, PRODUCT MANAGER ENZYMES, HUVEPHARMA, BELGIUM

In today's animal feed production, heat treatments like extrusion and pelleting have found their way as a tool to improve animal performance by improved feed technology. However, there are also negative aspects to the use of high temperatures in feed processing such as destruction of heat sensitive additives (like enzymes).

This has led to the development of tools to apply heat sensitive compounds after the heat treatment process, called Post Pelleting Liquid Application (PPLA).

To feed the PPLA system with liquid enzymes, manufacturers need to produce the enzyme as a liquid, stabilise it by adding stabilising agents and conservatives, pack it in 1000 litre Intermediate Bulk Containers (IBCs) and transport it to the feed mill, where it is stored until the IBC is connected to the PPLA system for use. This complete process requires a stable and cool environment to guarantee the concentration of the enzymes in liquid form.

Working with liquid enzymes packed in IBCs has many downsides as enzymes in liquid form tend to be less stable than dry enzymes. An example of a stability study conducted with commercial available phytases on the market is shown in Fig. 1. It can be seen that the activity of liquid phytase (in IBC) is decreasing with up to 50% when stored for 12 weeks at 40°C. Therefore, IBCs with liquid enzyme require a lot of temperature controlled storage space and cooled transport. Next to this, the manipulation of the IBCs also poses extra labour costs and often results in leakage or spillage.



One of the installed Huvematics.

WSP enzymes

The development by Huvepharma of instant water soluble enzyme powders (WSP enzymes) has opened the way to produce liquid enzymes freshly at the feed factory when needed.

With these WSP enzymes, liquid enzymes can be tailor made at the feed mill in any desired amount and concentration just prior to application with the PPLA.

For dissolving the WSP enzymes, special equipment has been developed: the Huvematic which allows the enzymes to be dissolved even in cold and hard water.

The Huvematic weighs very accurately the desired quantity of WSP enzymes & the needed quantity of water, mixes them together so the liquid enzyme is produced at the right concentration. The Huvematic can run to produce two enzymes at the same time (for example a phytase and a NSP'ase) & has enough production capacity to serve multiple PPLA lines in the same feed mill. The dry WSP enzymes are commercially available under the brand names OptiPhos, Hostazym P and Hostazym X & are packed in boxes containing two aluminium sealed bags of 10kg each.

One box containing 2x10 kg of WSP enzymes, can replace 2-3 1000 litre IBCs filled with liquid enzymes. This recent innovation by Huvepharma is new in most areas of the world, however it is already common practice for more than three years in the US where it was intensively tested.

Large broiler integrators in the US have embraced this technology to avoid inconveniences related to liquid enzymes in IBC (as described above), and can be considered as the pioneers. The initial concept in the US was initiated for the use of a liquefied phytase (OptiPhos) & led to the installation of this concept in multiple feed mills.

Due to this success, Huvepharma also extended this concept for the production and application of liquefied NSP'ase (Hostazym X) using the same formulation technology developed in their R&D laboratories.

This success encouraged Huvepharma to launch the concept of the WSP enzymes globally. In the last year, local (country) registrations of the WSP enzymes have been taken care of, as also the collaboration with multiple construction companies to support Huvepharma with the installation and maintenance of the Huvematic was established.

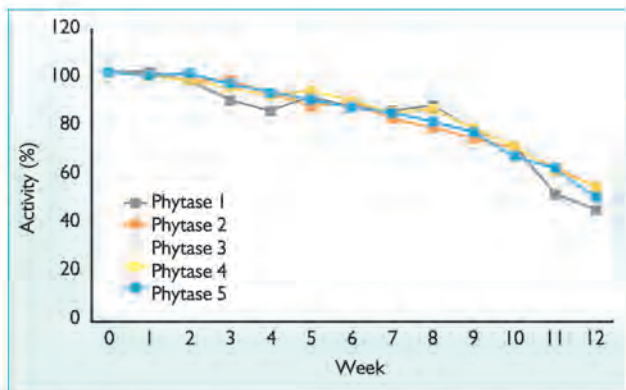


Fig. 1. Different commercial liquid phytases sold in IBCs show poor stability at 40°C indicating the need for cooling.



OptiPhos is an instant water soluble enzyme powder.

Europe was the first continent to follow the US experience with multiple operational units, while others are in process of construction and implementation.

In hot and humid areas this concept has been welcomed with a high enthusiasm. The challenging conditions like high temperatures and high humidity allow a roll-out of the concept in South-Asia, Pacific region and South America, solving the current difficulties with the IBCs, regarding stability, activity and extra labour.

At the same time, partners were found to support Huvepharma with equipment and related technical support allowing the implementation of the Huvematic concept in the large poultry integrations of that area.

Conclusion

Instant water soluble enzyme powders (WSP enzymes) are a unique tool for the production of liquid enzymes on site, offering the nutritionist flexibility and security in formulation.

Avoiding the need for IBCs, reducing waste, spoilage and labour cost has been a surplus offered to the feed mill manager.

Despite some scepticism this concept has been implemented with satisfaction in the last year worldwide and provided a solid base of experience for future new cases.

To know more, please contact Huvepharma technical team

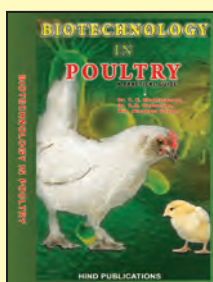


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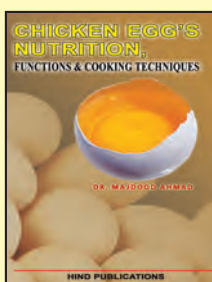
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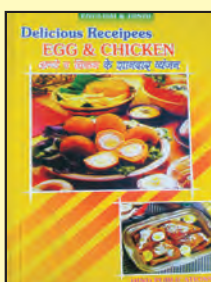
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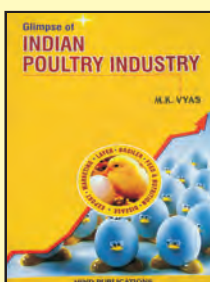
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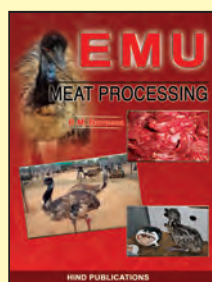
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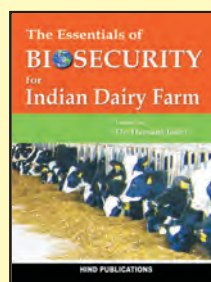
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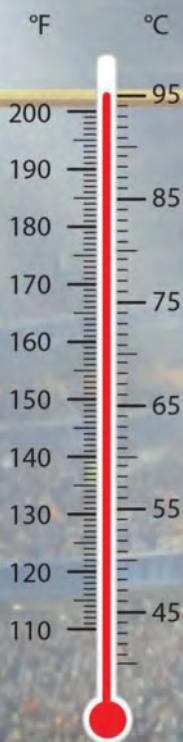
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A two-days international conference of World Veterinary Poultry Association (India) was organized on topic “Avian Health: Challenges and Opportunities” during 15-16 February, 2024 at ICAR-NIANP, Bengaluru in association with World Veterinary Poultry Association (India). The formal inauguration of the conference was carried out on 15th February by the Chief Guest Padam Vibhushan Hon’ble Former Vice President of India Shri M Venkaiah Naidu and Guest of Honour Dr J. Radhakrishnan, Additional Chief Secretary & Commissioner, Greater Chennai, Dr Raghavendra Bhatta, DDG (AS), ICAR, New Delhi and Prof. Sjaak De Wit, President, WVPA (Global) and Dr Jeetendra Verma, President, WVPA (India). Hon’ble Chief Guest M Venkaiah Naidu emphasized on the shared commitment to excellence and collaboration towards the betterment



of global poultry health. He said by working together, we can build a resilient and sustainable future for the poultry birds, poultry farmers, poultry industry and also ensuring a safe and abundant food supply for generations to come. The conference was attended by more than 250 national and international delegates across the academia, research institutions, industry personnel and progressive poultry farmers.

During these two days the discussion was carried out on various burning topics like Poultry Disease and Management, Poultry Genetics and Breeding, Poultry Products technology and Marketing.

Total 18 lead speakers in 5 different technical sessions from India and Abroad (Netherland, Germany, Czech Republic, Spain, Bangladesh, and Pakistan) presented their research papers in the conference among them Prof Sjaak de Wit & Dr Guanlin Wang from Netherland, Prof

Pavel Horky from Czech Republic, Dr. Myeong Seob Kim from Spain; Dr Marisabel Caballero from Germany, Dr Md. Rafiqul Islam from Bangladesh and Dr Muhammad Kashif Saleemi from Pakistan (online mode) were the main attraction. A new programme “student elocution” on recent advances in the field of poultry science was also initiated during the conference. More than 25 students shared their views on different assigned topics. Technical poster presentation sessions were also conducted in which more than 100 research abstracts were presented by

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researchers and post graduate students came across the India. The exuberant and enthralling cultural programme was also staged on the night of gala dinner. The cultural program was appreciated by all the delegates. All the eminent personalities of poultry industry, supporting associations, press and media were recognized and felicitated. After conducting the technical session, the closing ceremony was graced by Dr. O.P. Chaudhary, Joint Secretary, Department of Animal Husbandry and Dairying, Government of India as Chief Guest and Dr. Habibur Rehman, Former DDG (AS), ICAR, New Delhi & Regional Representative, South Asia, ILRI, New Delhi as Guest of Honour with other dignitaries on the dais and off the dais. Dr O.P. Choudhary narrated the different initiatives undertaken by the Department of Animal Husbandry and Dairying, Govt of India to propel the poultry sector forward. He stressed on the power of innovation, collaboration, and sustainability to build a more resilient, equitable, and prosperous poultry sector that will nourish people, support livelihoods, and protect the planet.

During the valedictory function the organizing secretary of previous WVPA (India) conference Dr Girraj Goyal, NDVSU was felicitated for successfully organizing the conference last year in 2023 at Jabalpur. The prizes were distributed to 12 research scholars who got first, second and third in research paper presentations and student elocution programme by the chief guests. The words of thanks was presented by Dr PK Malik, Organizing Secretary, WVPA (India) 2024. 🇮🇳





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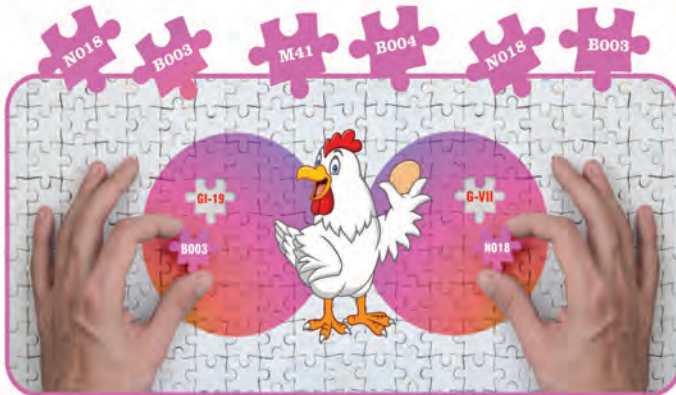
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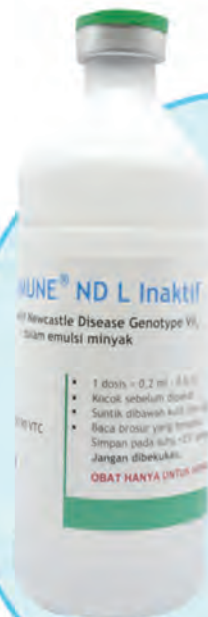
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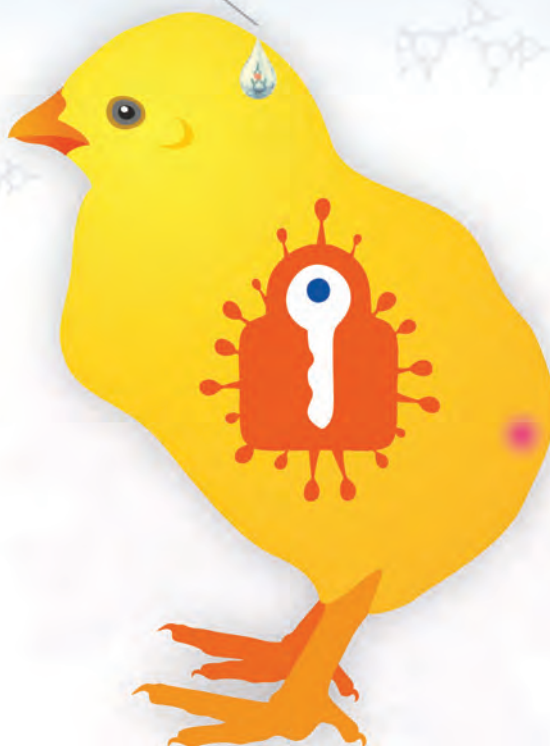
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