

हिंद पोल्ट्री

HIND POULTRY

Vol. XXIII July 2024 No. 1



Hy-Line's Philosophy is that the Bird needs to Fit the Market to Make it Easier for the Egg Producer to Attain their Production and Profit Goals

Mr. Jonathan Cade

Poultry India Makes an Impression in the Russian Market at "Meat and Poultry Industry Russia" Expo 2024

29

13

NATURAL PROTECTION

The gut and its resident beneficial flora play an important role in the development of the immune system and resistance to disease.

WHAT ABOUT ARTIFICIAL INCUBATION

AVIFLORA



10



Dr. Sushanth Rai Elected to the Veterinary Council of India

ND BROCLONE™

Combined Live Avian Infectious Bronchitis & New Castle Diseases Clone Vaccine

VENUS BIOLOGICALS



Indian Animal Health Industry - The National Treasureless explored

19

- Dr. D.K. Dey

Respo-P

The best answer for respiratory problems

Respo-P is blend of proven, safe and excellent quality of Phytochemicals.

VENUS BIOLOGICALS

THIS IS WHAT AN IMMUNOTHERAPY GIVES IN COMMERCIAL BROILER

IPMT TRIAL TO EVALUATE IMMUNOTHERAPY EFFECTS ON AVIANS



DATE	AGE	PARAMETERS					
	4 WKS (28 Days)	T-0	T-1	T-2	T-3	T-4	T-5
10-Mar-23 To 16-Mar-23	WKLY FEED / BIRD (GM)	794.74	747.52	721.62	776.80	760.96	708.68
	CUM. FEED / BIRD (GM)	1815.55	1875.30	1876.69	1864.81	1827.02	1766.92
	DAY OLD BODY WT. (GM)	796.25	917.13	931.38	880.38	858.38	844.50
	WKLY BODY WT. (GM)	1320.88	1450.13	1436.00	1383.25	1360.00	1328.25
	WKLY BODY WT. GAIN (GM)	524.63	533.00	504.63	502.88	501.63	483.75
	CUM FCR	1.37	1.29	1.31	1.35	1.34	1.33
	CFCR	1.245	1.165	1.185	1.225	1.215	1.205
	CUM MORTALITY NOS.	22	3	6	9	6	12
	CUM MORTALITY %	2.50	0.34	0.68	1.02	0.68	1.36
	4						



DATE	AGE	PARAMETERS					
	5 WKS (35 Days)	T-0	T-1	T-2	T-3	T-4	T-5
17-Mar-23 To 23-Mar-23	WKLY FEED / BIRD (GM)	1157.90	1148.11	1144.51	1158.44	1164.35	1186.51
	CUM. FEED / BIRD (GM)	2973.45	3023.41	3021.20	3023.24	2991.37	2953.43
	DAY OLD BODY WT. (GM)	1320.88	1450.13	1436.00	1383.25	1360.00	1328.25
	WKLY BODY WT. (GM)	1901.00	2057.38	2036.75	1992.75	1977.63	1944.13
	WKLY BODY WT. GAIN (GM)	580.13	607.25	600.75	609.50	617.63	615.88
	CUM FCR	1.56	1.47	1.48	1.52	1.51	1.52
	CFCR	1.435	1.35	1.355	1.395	1.385	1.395
	CUM MORTALITY NOS.	27	5	7	9	6	15
	CUM MORTALITY %	3.07	0.57	0.8	1.02	0.68	1.7
	5						



DATE	AGE	PARAMETERS					
	6 WKS (42 Days)	T-0	T-1	T-2	T-3	T-4	T-5
24-Mar-23 To 30-Mar-23	WKLY FEED / BIRD (GM)	1434.32	1410.75	1500.01	1435.09	1411.18	1433.71
	CUM. FEED / BIRD (GM)	4407.77	4434.16	4521.21	4458.33	4402.55	4387.14
	DAY OLD BODY WT. (GM)	1901.00	2057.38	2036.75	1992.75	1977.63	1944.13
	WKLY BODY WT. (GM)	2600.38	2750.13	2742.5	2709.50	2677.75	2645.75
	WKLY BODY WT. GAIN (GM)	699.38	692.75	705.75	716.75	700.13	701.63
	CUM FCR	1.7	1.61	1.65	1.65	1.64	1.66
	CFCR	1.58	1.49	1.53	1.53	1.51	1.54
	CUM MORTALITY NOS.	30	5	8	9	9	18
	CUM MORTALITY %	3.41	0.68	0.91	1.02	1.02	2.05
	6						



1st Day To 10th Day per 100 Chicks, to remove the stress better development of the brain & Antibodies Nutrigrow 50gm per day + Multimune 5gm was given. Readymune 500gm per ton feed regularly in T-1, T-2, T-5 and Growfast-P 500gm per ton feed regularly in T-3 & T-4 for overall Growth & Immunity.

T-1, T-2, T-3 and T-4 were vaccinated followed by Intermune 1gm per litre water for 4-5 hours x 3 days, Vaccine titer, Bacterial load, Hemoglobin etc. were monitored every week, followed by final dressing percentage, boneless muscles, fat etc. along with stress factor at every week.

T-0 was control flock without any Interface product but vaccinated

T-5 was test flock without any vaccination & T-0 was control flock but vaccinated. Kept on Readymune.



INTERFACE PHARMACEUTICALS PVT. LTD.

An ISO 9001 : 2015 (QMS) & WHO GMP, HACCP, ISO 22000 : 2018 (FSMS) Certified Company

A-4, First Floor, Mayapuri Industrial Area, Phase - I, (On Govt. Ware House Road) New Delhi - 110064

Regd. Office: EA-180, Maya Enclave, New Delhi - 110064, (INDIA)

Phone : +91 11 4004 7455, 4004 7655 Fax : +91 11 2811 2753

e-mail : interfacepharma@gmail.com, website : www.interfacepharma.com



*For details Protocol
write to us or Contact +91 11 4004 7655

Poultry / Animal Feed Supplement



L-ARGININE

FEED GRADE 98.5%

OTHER PRODUCTS

- DL - Methionine
- L-Valine
- L-Lysine HCl
- L-Threonine
- L-Tryptophan
- Dicalcium Phosphate (DCP)
- Monocalcium Phosphate (MCP)
- Choline Chloride 60%
- Sodium Bi Carbonate
- Chlortetracycline - CTC
- Toxin Binder
- Glutamine
- Leucine
- Arginine
- Premix (Broiler)
- Premix (Layer)



Contact us :

+91 7991715797
+91 7524871004



PROMOIS INTERNATIONAL
✉ sales@promoisinternationalft.com
🌐 www.promoisinternational.com



MONTHLY POULTRY MAGAZINE

VOL. XXIII No. 1 July 2024

EDITORIAL BOARD

M.K.Vyas Chief Editor
Mr. Ricky Thaper
Dr. M.A. Mujeeb Ather,
Dr. S.V. Rama Rao
D. Chandra Sekaran
Dr. V. Ramsubba Reddy

Publisher :
SUGANDHA VYAS

Editorial & Regd. Office
HIND PUBLICATIONS

204, Plot No. 19, Huda Complex,
Saroor Nagar,
Hyderabad - 500 035.
Telangana. INDIA
Phone : 040-40212359
Mobile : 093913 78805
093470 28641

E-mail : hindpoultry@hotmail.com
Website : **www.hindpoultry.com**

YEARLY SUBSCRIPTION :
India Rs. 500/-
OTHER COUNTRY : \$ 60 or Equivalent

Edited, Printed, Published and owned by
M.K. Vyas and Published from
204, Plot No. 19, Huda Complex,
Saroor Nagar, Hyderabad - 500 035. INDIA.

Design and Typesetting
Akshaya Graphics, Hyderabad.

Printed at
Akruti Offset Printers, Hyderabad.

A Magazine of
HIND PUBLICATIONS

RNI No. 7030/2002

Subject to Hyderabad Jurisdiction

ADVERTISEMENT INTERACTION SECTION



7991715797



8853455127



9369832334



020-25448834



020-25448834



020-25448834



020-25448834



8090693995



7997994331



7228846450



04252-233650



9881133755



8600185552



8600762228



11-40047455



040-23633500



9849059508



9391058963



9490410562



+1 (781) 506-2878



9502159098



7300303154



020-25448834



9502159098



7330742576



8499004455



9442617178

CONTENTS

Hind Poultry

JULY 2024



AB Vista Appoints Mr. Atmaram Yadav
as General Manager of South Asia. 06

Mr. Joginder Singh Uppal - New Business
Director ISC for Nuance Biotechnology 06

DR SUSHANTH RAI, BELLIPADY Elected
to the Veterinary Council of India 10

CLFMA of India Organised a Series
of Technical Seminars in Ludhiana 23

Feed Enzymes Global Leader focused
on expanding portfolio at NOVUS 24

NU. ANCE Biotechnology - Pioneering
Innovations in Feed Additives 24

CLFMA of India Organised a Series
of Technical Seminars in Pune 34

Global Poultry Markets
Rebounding - Rabobank 39

Coccidiosis - The Hidden Profit Killer 41

RR Animal Health Care Limited's
Breakthrough 47

Brazilian Poultry Exports decline
by 1.4% in 2024 47



Venkateshwara
B V Bio-Corp Private
Limited organised
Technical Seminar
in Chitwan, Nepal 09



Hy-Line's
Philosophy is that
the Bird needs to
Fit the Market 13



Indian Animal
Health Industry -
The National
Treasureless
explored 19



Srinivasa Farms
Launches State-of-
the-Art Egg
Grading Center in
Vijayawada 32


AB Vista Appoints Mr. Atmaram Yadav as General Manager of South Asia



AB Vista, a leading global supplier of innovative feed ingredients and technical services, is pleased to announce the appointment of Mr. Atmaram Yadav as the new General Manager of South Asia. This strategic appointment is set to mark a significant milestone in the company's ongoing commitment to excellence and growth in the region. Mr. Atmaram Yadav brings a wealth of experience to his new role, with an impressive career

spanning over 25 years in the poultry industry. Over the past 14 years, Mr. Yadav has been an integral part of AB Vista, where his leadership and expertise have played a pivotal role in driving the company's success. Throughout his tenure at AB Vista, Mr. Yadav has demonstrated exceptional acumen in market development, customer relations, and strategic planning. His deep understanding of the poultry industry, coupled with his innovative approach, has been instrumental in expanding the company's footprint and enhancing its market position. His contributions have not only strengthened AB Vista's presence in the industry but have also paved the way for innovative solutions that address the evolving needs of the market.

In his new role as General Manager of South Asia, Mr. Yadav will oversee the operations and strategic initiatives in the region, focusing on driving growth, enhancing customer engagement, and fostering innovation. His extensive experience and proven track record make him ideally suited to lead AB Vista into a new chapter of success. "I am honoured to take on this new role and lead the South Asia region for AB Vista," said Mr Atmaram Yadav. "I look forward to working closely with our talented team and valued partners to continue our journey of growth and innovation. Together, we will build on our achievements and strive to deliver exceptional value to our customers." Dieter Suida, Global Commercial Director of AB Vista, expressed his confidence in Mr. Yadav's appointment, stating, "Atmaram's extensive industry experience and deep knowledge of our business make him the perfect fit for this role. His leadership will undoubtedly contribute to our continued success and strengthen our commitment to delivering innovative solutions to the poultry industry in South Asia."


Under Mr. Yadav's leadership, AB Vista is poised to further consolidate its position as a market leader in the region, driving forward with renewed energy and a clear vision for the future. 

Mr. Joginder Singh Uppal - New Business Director ISC for Nuance Biotechnology



Nuance biotechnology (Switzerland) and Global Nutrition International (France) announced Mr. Joginder Singh Uppal in their Commercial team, in the position of Business Director ISC.

Nuance biotechnology while announcing the appointment of Mr. Joginder S. Uppal commented that he will undoubtedly enrich our team with his expertise, dynamic approach, and valuable experience collected during more than three decades spent in the animal health Industry focusing in Poultry and Livestock domains with significant exposure to the markets of Indian Sub Continent, South East Asia and Middle East Africa.

Hind Poultry on behalf of its readers and well wishers takes this opportunity to congratulate Mr. Joginder Singh Uppal for his new role as a business director nuance biotechnology (Switzerland) and Global Nutrition International (France). 

THE RIGHT BIRD FOR

INDIA

is the

**ROSS
308 AP**

For More Information Contact:

**Aviagen India Poultry
Breeding Company
Private Limited**

+91 4252 233 650
info@aviagen.com
www.aviagen.com





NATURAL PROTECTION

The gut and its resident bacterial flora play an important role in the development of the immune system and resistance to disease

Under natural brooding conditions chicks obtain their gut flora from their mother & the environment

WHAT ABOUT ARTIFICIAL INCUBATION



AVIFLORA

Unique natural microflora for avian species



VENKATESHWARA B. V. BIOCORP PRIVATE LIMITED
(An ISO 9001:22000, HACCP, FAMI QS & GMP Certified Company)
Venkateshwara House', S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077
Website: www.venkateshwarabvbiocorp.com

In technical collaboration with



Venkateshwara B V Bio-Corp Private Limited organised Technical Seminar in Chitwan, Nepal on “Commercial Layer Nutrition” & “Vencobb 430 Breeder Management Updates”



Venkateshwara B V Bio-Corp Pvt Ltd organized Technical seminars for Poultry Farmers on Friday 31st May, 2024 and Saturday 01st June, 2024 at Chitwan, Nepal. These technical seminars were attended by poultry farmers of Chitwan, Pokhara and surrounding areas of Nepal.

Mr. Jivan Kunwar, Nepal Country Manager, Venkateshwara B V Bio-Corp. Pvt. Ltd. welcomed all attendees and Mr. Deepak Khosla, General Manager, Marketing gave the opening remark.

The speaker for the First seminar (Commercial Layer Nutrition), Dr. Sunil Nadgauda, DGM - Nutritional Services explained in detail about the “Commercial Layer Nutrition” in all aspects. During discussion he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Early Laying Nutrition to maximize peak production and to maintain the consistency.
- Benefits of Phase feeding – to reduce the overall egg production cost and to optimize the efficiency also.
- Alternative sources of Protein & Energy and precautions to be taken while using the alternative feed ingredients.
- Maintaining the egg shell quality during extended laying periods.
- Innovative premix solutions to simplify the feed manufacturing process and also to avoid errors during feed production. MIXIBLEND 0.4% Layer Composite premix is the innovative and simple solution which provides additives part in required proportion to boost the productivity.

Dr. Sunil Nadgauda answered the queries of the attendees related to the subject and other technical queries regarding Poultry nutrition and management.

Dr. Parag Mahadik, AGM Marketing, Ventri Biologicals explained in detail about New Castle Disease (ND). ND is the 4th top poultry disease in the world having huge losses in poultry industry. As ND virus is a single stranded RNA virus, lot of modifications are happening in it. There is no sterile immunity after ND vaccination therefore there is a need to repeat vaccination frequently. India is endemic to velogenic strains of ND. In India,





Nepal and other Asian countries genotype VIII or XIX is prevalent so this component is updated in Ventri Biologicals vaccines.


The speaker for the Second seminar, Dr Harshakumar Shetty, General Manager- Breeder Sales & Technical support explained in detail about the “Vencobb 430 Breeder Management Updates”. During his presentation he discussed following points-

- Importance of uniformity in broiler breeders and how to achieve it.
- Importance of Grading in broiler breeders and its impact on uniformity.
- He also discussed regarding calculation of feed increment and feed allocation after grading.
- Emphasised on feed management and body weight management in female during growing and laying phase.
- Preparing pullet for maximum performance.
- Standard recommendation regarding light stimulation and also discussed about the lighting schedule during growing and laying in open as well as environmentally controlled houses.

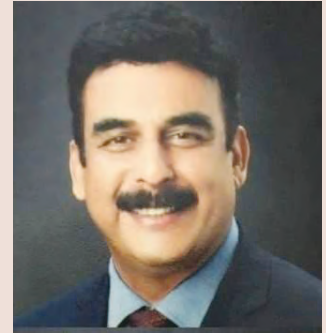
- Requirement of energy for maintenance, growth and production during laying period.
- Ways to prevent fatty liver, calcium tetany.
- He also discussed about male management for achieving better Fertility.

Dr. H K Rohilla, DGM - Broiler Breeder Technical Services (North India) shared his field experiences with Infectious Bronchitis infections in Broiler Breeders, Layers and commercial Broilers. He in detail discussed about the disease transmission, routes of infection, clinical signs and symptoms, PM changes. Finally he suggested strategies for prevention of Infectious Bronchitis with help of biosecurity and vaccination. He also presented numerous case studies in broiler breeders.

Both the technical seminars were attended by around 100 poultry farmer each from Chitwan, Pokhara and surrounding areas of Nepal.


Mr. Jivan Kunwar, Nepal Country Manager, Venkateshwara B V Bio-Corp Pvt. Ltd. proposed vote of thanks to all. The local Venworld Team organised this technical seminar. 

DR SUSHANTH RAI, BELLIPADY Elected to the Veterinary Council of India



The Veterinary Council of India (VCI) held an online election on Saturday, 8 June 2024, to elect 11 new members. Among the 93 candidates from various parts of India, Dr. Sushanth Rai Bellipady, the Immediate Past President of the Karnataka Poultry Farmers & Breeders Association (2019-2022) and Managing Director of M/s. Raisons Nutritions, secured enough votes to become a member of the VCI.

Dr. Sushanth Rai's leadership roles include serving as President of KPFBA for four years and Vice President for two years. He played a key role in establishing the KVAFSU-KPFBA Poultry Training Center and Diagnostic Laboratory.

Dr. Sushanth Rai graduated in Veterinary Science from the Veterinary College, University of Agricultural Sciences Bangalore. With over two decades of experience in the poultry sector, he has provided continuous technical support and management training to farmers, helping them establish successful farms. 



Best performer water sanitizer



Be assured of pure water
as safe as nature's!



'FOURTH GENERATION QUATS' with

- ◆ Superior germicidal action
- ◆ Increased tolerance to hard water
- ◆ Better performance in high pH



VENKATESHWARA B.V. BIOCORP PRIVATE LIMITED

(An ISO 9001:2015, OHSAS 18001:2007 & GMP Certified Company)
Venkateshwara House, S. No. 114/A/2, Pune-Sinhagad Road, Pune-411030
Tel.: (020) 24251803, Fax: +91-20-24251060/24251077, Website: www.venkateshwarabvbiocorp.com



SPECIALISTS IN
EMULSIFICATION





Hy-Line's Philosophy is that the Bird needs to Fit the Market to Make it Easier for the Egg Producer to Attain their Production and Profit Goals

Mr. Jonathan Cade

At the helm of Hy-Line is Mr. Jonathan Cade, a visionary leader known for his deep understanding of the poultry industry and commitment to advancing genetic technology. Under Cade's leadership, Hy-Line has continued to develop and introduce new breeds that excel in traits such as egg production, feed efficiency, and disease resistance. In the interview with M.K. Vyas, Managing Partner Hind Poultry & Secretary Indian Poultry Journalists' Association Jonathan discussed the strategic partnerships and research collaborations of Hy-Line's genetic innovation and its enabled producers to maximize customers profitability while maintaining high standards of animal welfare and environmental sustainability. Excerpt of the conversation with him is given here under.

Question : Could you please share with us some information about yourself and your journey with Hy-Line?

Jonathan Cade : I joined Hy-Line UK Ltd in April 2009 from Cobb Europe. I was responsible for the Parent Stock export business from the Millennium hatchery, UK to all Europe, Middle East, CIS/Russia, Africa and Indian Sub-continent countries. In 2012 and to this day I was appointed as Hy-Line International President based in Des Moines, Iowa, USA. Responsibilities were to oversee the R&D, global GP and PS production and exports of breeding stock and customer support globally. Recent responsibilities are to lead the commercial activities and business development in markets around the world, Asia, China, Mexico, India, and Africa.

Question : How does Hy-Line place emphasis on animal welfare and ethical considerations within its breeding programs?

Jonathan Cade : The welfare of the birds under our care from the pedigree level down through the multiplication flocks of grandparent and parent stock with our distributors and in our interaction with commercial layers is of the utmost importance to Hy-Line International. The health and well-being of our Hy-Line birds is paramount. All new employees are immediately trained and educated on their responsibilities toward this end and the company requires annual reminders on this training for all employees.

This dedication to welfare is reflected in our breeding program. Livability is the most important welfare consideration and Hy-line is

well known for enhancing the overall robustness and resistance to field stress and disease challenges of our birds. Hy-Line is known to have the best livability in the industry in all of our white, brown and tint-egg lines. We focus extensively on our birds' social behavior and temperament as we develop hens that will thrive in both cage and cage-free environments. Today cage-free production has grown to surpass 15% of the world's egg production. Social behaviors are extremely important in cage-free systems as the birds may be exposed to bright light, interaction with many more birds, and as it becomes a more widespread practice in noncage production to withhold beak treatments, developing birds with high sociability attributes is even more important. Hy-Line develops birds with excellent social behaviors with a very low susceptibility to negative social behaviors. Hy-Line has invested in open-sided, cage-free pedigree housing in Mexico to directly study these behaviors and promotes stronger nesting behavior.

Hy-Line watches trends in the market in terms of production systems – cage vs. cage-free– and works to prepare our hens to have the ideal temperament to adjust to different systems worldwide. Hens should be inquisitive and active to explore their environment but not exhibit anti-social behaviors.

Hy-Line is engaged with Dr. Huaijun Zhou of the University of California Davis to investigate keel bone damage in layers to see how genetics may play a role in reducing the incidence of these type of injuries in laying hens. See link above.

Question : What factors have motivated the company to introduce a new product, and what key elements contribute to the widespread acceptance of the W-80 Breed, a 7-year-old White Variety, across multiple continents?

Jonathan Cade : The motivating factors to introduce a new laying hen variety is to meet a market need of egg producers in world egg markets. When we see an unmet demand in a market by egg farmers, we seek to meet that need. In India historically, Hy-Line had difficulty entering the India market due to the country's unique needs. Many years ago, the Hy-Line white layers were developed principally for the USA and Latin America markets and did not optimally adapt to the market of India. India has much more extreme heat stress compared to the North American market for example. Also, the market values high hen-housed egg numbers of lower egg weight making a smaller egg, more prolific bird more desirable for India. Also, India's feeding regimen is very different with hens fed on very dilute rations which favors a more

voracious bird than say the Hy-Line W-36 which has a very low daily feed intake. In the USA the W-36 may never consume more than 100g per bird per day which becomes less under heat stress conditions meaning a much denser ration is needed than that which is common in India.

In order to meet the specific needs of the India market, the W-80 was developed to match the unique market conditions. We began breeding lines specifically for India on our R&D farm in India by placing pedigree W-80 birds into this farm and making annual selections under India conditions for egg numbers, size, and persistency of lay in addition to eggshell quality. The India market requires an extremely robust layer, and the W-80 produced and supplied today to Indian egg producers clearly demonstrates this robust nature due in large part to the local breeding program. The W-80 in India is selected for robustness under India conditions and an appetite to ingest sufficient daily nutrients to support a high rate of lay over an extended period with the industry's strongest shells which is important as eggs are transported very long distances over difficult rural road conditions in many parts of the country. Hy-Line's philosophy is that the bird needs to 'fit the market' to make it easier for the egg producer to attain their production and profit goals without having to completely change their management strategies.

Question : Recently, there exists a significant apprehension regarding the well-being of animals, sanitation, and the potential for disease propagation due to the considerable genetic

strain applied to enhance egg and meat output. Undoubtedly, the genetic strain aimed at enhancing the productive capabilities of animals has a detrimental impact on their welfare, innate immunity, and consequently, their ability to withstand diseases. What is your perspective on this matter, and how is Hy-Line addressing this concern?

Jonathan Cade : I think that the above (in the 2nd question-Hy-Line Keel Bone Study) is in reference to some other species in genetic selection as LAYING HENS must have excellent livability as they are a 'long-lived' product. A layer often will live for two years or longer producing eggs. High mortality is not only anti-welfare but is also not sustainable economically in egg production as large flocks are expected to maximize the number of eggs per poultry house so more birds in the house through a late cycle means more eggs per square foot of investment in the facilities. The economics is based on total layer flock productivity and efficiency.

Hy-Line has made livability among the most important traits and Hy-Line is known worldwide for hens which are resistant to stress and disease and have high livability rates in flocks to 100 weeks of age and beyond. This is due in large part to Hy-Line's industry-leading field-testing program in which Hy-Line birds are placed under commercial settings and conditions in many parts of the world allowing the geneticists to select birds which are robust and thrive and produce regardless of the different conditions encountered worldwide. Over the years we have tested birds to determine the ability to resist and overcome specific diseases in the



field such as Marek's disease. Hy-Line's philosophy is to develop balanced layers which are both productive and efficient with strong shells and excellent internal egg quality as well. We do not breed for one specific trait but a broad range of traits which in the end will make the best results for the egg farmer.

Question : Increased feeding cost and raw ingredient prices as well their availability had negatively influenced the growth of the industry and consumers' purchasing power, particularly after the COVID-19 pandemic. Moreover, increases in biogas and biofuel production will decrease the land available for grain production and feed for animal productions. At what extent, can we put this pressure on the genetics of the bird?

Jonathan Cade : In many parts of the world, we witnessed growth in the egg industry during the Covid-19 pandemic and during the recent high feed prices. Eggs are a relatively inexpensive protein compared to other sources. Eggs are a refuge against inflationary food prices for many consumers around the world in times of difficulty as they look toward more economically-priced sources for their protein.

Hy-Line selects for FCR – feed to egg conversion, feed efficiency. With our W-80 variety, Hy-Line maximizes the number of eggs produced per kg of feed consumed. We are improving the feed efficiency in our hens at the commercial level by on average 0.4g/egg of (reduced feed per egg)each year or about 5g saved per dozen eggs produced. But this is done not through reducing daily feed intake but instead increasing the rate of lay on the same amount of daily feed intake by selecting the birds best at turning feed into eggs (FCR). Today, Hy-Line hens will produce an additional egg for every kg of feed consumed compared to some 30 years ago. Today, a Hy-Line hen will produce some 8 eggs per kg of feed while decades ago only 7 could be produced from the same kg of feed. This increase in productivity per kg of feed has allowed Hy-Line to shrink the carbon footprint around the world for egg production decreasing greenhouse gas emissions significantly to produce eggs which already have a very low carbon footprint compared to other species of livestock.

Some 70%+ of emissions associated with egg production are related to the production of the feed

for the hens. By improving the feed to egg ratio, farmers use less feed to produce each kg of egg mass. Less feed consumed means fewer hectares of land are needed than before to produce feed grains required to produce the same amount of egg mass. Less cropland means fewer emissions or a shrinking of the hen's carbon footprint. This is a positive environmental and economic trait.

Question : Did the ongoing global situations, such as the Ukraine-Russia conflict, the Israel-Hamas conflict, the presence of pirates in the Dead Sea, the global economic crisis, and the impact of El Niño on crops in South America, affect Hy-Line in terms of production and exports? If so, could you please provide more details?

Jonathan Cade : No to all the above because we have invested in multiple production facilities across various continents. It has been expensive, but it is the right thing to do for our customers. We are prepared because of our global presence. Most exports are by air, so that can be a challenge. The biggest worldwide impact affecting the movement of layer genetics smoothly around the world has been AVIAN INFLUENZA. Most countries importing genetics require the source country to have levels of freedom from Avian Influenza. Hy-Line has developed multiple sources of genetics to mitigate the risk of regionalized conflicts or diseases from interrupting our ability to provide consistent placements of updated genetics in a timely manner to our worldwide customer base. We understand that Hy-Line's vast customer base worldwide relies upon us to maintain a consistent supply of updated genetics to meet the growing

demand for egg protein worldwide while meeting sustainability goals.

Question : The issue of antibiotic tolerance in humans and animals, particularly bacteria, has emerged as a prevalent and concerning topic globally. The proliferation of multidrug-tolerant bacteria poses a significant threat to animal health, thereby jeopardizing human health and the efficacy of antibacterial treatments. In light of the precautionary principle and the lessons learned from certain European countries, the use of antibiotics as growth promoters for food-producing animals has been prohibited since January 2006. However, it is important to acknowledge that Asian and African countries face unique challenges and circumstances that differ from those in Europe and North America. How do you propose to approach this complex issue, taking into account the diverse contexts and needs of various regions?

Jonathan Cade : Our policy is not to use antibiotics and we use only natural ingredients in all the feed we give to our pure lines.

We use antibiotics as little as possible and only for disease control because our focus is on the livability of the chick. We provide varieties to our customers that are naturally robust and adaptable to any environment. Future generations of our birds will be influenced if we do not continue to focus on robust birds and liveability. We don't breed for laboratory conditions; we breed for real-life situations, egg industry field conditions and scenarios.

Question : How might one discern the unique characteristics of

the Indian market, where you have partnered with Srinivasa Farms, when juxtaposed with its Asian counterparts?

Jonathan Cade : Shell quality is paramount in India because of the Indian infrastructure and roads in rural areas, so the eggs must travel a long way without breaking to make it to the end-consumer. The Hy-Line W-80 is known to have industry-leading shell strength through to end of lay. Another factor to consider is the shelf life of the egg as there is not a lot of refrigeration in the supply chain. Hy-Line's excellent internal egg quality measured as haugh units allows for a longer shelf-life as the eggs start from a high albumen height and quality.

The heat and extreme environmental challenges experienced in India requires a bird that will thrive in these conditions and as mentioned previously, on low density feed rations. - This is due to the cost of raw materials in India, meaning rations are less dense than other parts of Asia and elsewhere in the world.


When it comes to egg size, the Indian market prefers white-shelled, smaller eggs compared to most world egg markets. A laying hen can make a stronger shell around a smaller egg as it requires less surface area to cover with shell compared to a large egg. In contrast, Asia prefers brown eggs, and many markets require very large egg weight profiles.

Livability is very important in India due to the high disease challenges due to a large population of backyard layer breeders and chickens that are free roaming. Given this reality, Hy-Line is

committed to continue to prioritize livability and robustness as the most important traits for the W-80 in India.

Question : What do you expect in the near future for the layer market, especially in Asian and African continents?

Jonathan Cade : Population increases and egg consumption around the world is a major focus for Hy-Line. Asia and Africa are the major world growth markets at present. Even though Asia represents some 70% of all egg production it will continue to grow, especially in Southeast and South Asia. Africa will almost certainly grow due to its large population and its very low current egg consumption. The markets in Africa will continue to recognize the value of eggs and the associated health benefits when it comes to feeding its population. Eggs are a high-quality protein source and more economical than other sources of proteins. There is tremendous potential for growth in Africa where consumption is only 42 eggs per capita, which represents just 20% of the consumption rate in Asia and 25% of the world average rate of consumption.

As spent hens are used for meat in many Africa and Asia markets, livability will continue to be very important as the recovery of this end-of-lay cost is a valuable source of income for egg producers and nutrition for the region's consumers. Birds must continue to be robust with the ability to withstand the challenging field conditions and Hy-Line will continue to support the mission of promoting eggs as a sustainable protein source. 



SWISS CHEMIE



POULTRY

ANTIBIOTIC

VIRGINIAMYCIN 11%

Properties

Appearance	Yellow granular powder
Assay %	Min 11
Loss On Drying (%)	Max 5.0
Heavy Metals	
Lead (ppm)	Max 5.0
Cadmium (ppm)	Max 1.0
Arsenic (ppm)	Max 1.0
Mercury (ppm)	
Microbiology	
Total plate count (cfu/gm)	Max 1000
Yeast & mold (cfu/g)	Max 100
Salmonella	Negative
E.Coli	Negative
S.Aureus	Negative



Temperature

Keep at 25-30°C.

**Relative Humidity
Handling & Storage**

65 - 75%
Store in clean & dry place away from sunlight and heat. Keep containers tightly closed. Store at 25 - 30 °C In original sealed containers and kept at suggest storage conditions , the product can be stored for at least 2 years . Spills may be cleaned by flushing with sufficient amount of water . Avoid ingestion , contact with eyes , rinse Immediately with plenty of water and seek medical advice

Shelf Life

24 Months

Pack Size

25 kg



Contact Us :

What app No.

+91 8090693995, +91 7380688804

email : sales@swisschemie.co Website : www.swisschemie.com

ANIMAL FEED SUPPLEMENT



CHLORTETRACYCLINE 15%

Use :
 Chickens (breeders and broilers), Turkeys, Ducks.
 Treatment and control of a wide variety of bacterial infections sensitive to chlortetracycline including: Colisepticaemia, Duck septicemia, Omphalitis, Fowl cholera, Erienteritis (E. coli, Clostridium spp, Salmonella spp), Infectious Coryza (Haemophilus paragallinarum) and Chronic Respiratory Disease (Mycoplasma gallisepticum). A 150 gms premix is also useful in the treatment and control of infections secondary to viral, coccidial (Eimeria spp) or mycoplasma disease, at times of stress and when non-specific early mortality is a problem. Maximum period of treatment in broilers is 14 days.

Indications :
 For increased rate of weight gain, improved feed efficiency and the control of infectious synovitis (M. synoviae) in chickens and turkeys
 For the control of chronic respiratory disease (CRD) and air sac infection (Mycoplasma gallisepticum, Escherichia coli) and the reduction of mortality due to E. coli in chickens
 For the control of complicating bacterial organisms associated with bluecomb (transmissible enteritis; coronavirus enteritis) and hexamitiasis (Hexamita meleagridis) in turkeys
 For the reduction of mortality due to paratyphoid (Salmonella typhimurium) in turkeys
 For the control and treatment of fowl cholera caused by Pasteurella multocida in ducks
 For the treatment of psittacosis caused by Chlamydia psittaci in psittacine birds
 Patented Encapsulated process helps to improve flowability, improve stability, minimizes dust and assures accurate delivery to the animal digestive systems.
 Approved for use in layers producing for human consumption

Dosages and Administration: For oral administration following incorporation into feed. To achieve therapeutic levels of Chlortetracycline, CTC 15% premix should be mixed in the feed at the following inclusion rates:
 Poultry : 2.0-2.7 kg

Storage : Store in a protected location, avoid excessive heat and keep package closed to avoid contamination

Packing : Chlortetracycline is available in 25kg polyethylene bag

Shelf Life : 24 Month

CTC SPECIFICATION

TESTS	LIMITS
Appearance	Brown to dark brown powder/granule not lumpy or moldy, no unpleasant odor
Identification	Positive
Fineness	0.425mm 90% min. pass through
Loss on Drying	8.0% Max.
pH Value	5.0-7.5
Heavy Metals	20ppm Max.
Arsenic	2ppm Max.
Content	15.0% Min.
TC Content	1.2% Max.
EPH-CTC	0.9% Max.



CHOLINE CHLORIDE (CCl)

✉ sales@adelbertvegyszerek.com
 🌐 www.adelbertvegyszerek.com
 📞 +91 9369832334, +91 9026713634
 📞 +91 7054809008





Indian Animal Health Industry - The National Treasureless explored

Dr. D.K. Dey - Executive Director,
Immeureka Animal Health Pvt Ltd.



John Sculley - the famed entrepreneur and high-tech startup investor, once said, "No great marketing decisions have ever been made on qualitative data."

Yes, we are discussing good and tangible **QUANTITATIVE** data for our industry. The data should be beyond imaginative or interaction-based numbers. Data will be based on robust logic, market research, and sector specific. Indian Animal Health Industry is undoubtedly a hot spot - amongst the top 3 in all the Livestock /Poultry and Aqua sectors. This business is not only growing by volume. We are growing by value, geographic expansion, and innovations. No wonder this 'investor-friendly sector' can attract investment for organic and inorganic growth of the organization - be it Capacity building in manufacturing, investment in R&D, invest in launch of new products, expansion in new species segment, acquiring a portfolio or brand - - -

Credible data helps us.

Sadly, the lack of credible data makes us defensive. At times we depend on data generated from sources from overseas market research groups.

So

- Time to create an innovative database of our own.
- Time to have a robust quantitative and logical database for the sector we serve.
- Happy to hear from each one of you!

PURPOSE

To develop a credible, India specific animal health industry data base by reaching out to organized and unorganized sector. There are roughly 350 Animal Health Companies in India including Multinational and Indian Companies. Although Animal Health Companies are based in urban area but our market lies primarily in rural area, its field force, distribution channel caters vastly to rural and urban area. Hence, we felt that instead of just a retail-oriented market survey a new approach based on animal population and its consumption of vaccine, medicines and nutraceuticals will be more practical and realistic.

KEY FEATURES AND USP is

- Extensive consumption-based market research

- Species segment specific
- Product segment specific
- Retail audit
- Client specific questionnaire
- Professionally trained interviewer
- Data integrity
- Confidentiality
- Periodic update
- Software based.
- Precision
- Periodic - initially biannual, from year 2 - quarterly
- Customization - Regional / Product specific


Given the above background we can say that Indian Animal Health segment is huge (INR 30,000 Crore) - much more than a conservative estimate of INR 10,000 crore. Unfortunately for many decades this industry remained under pharma dominated companies. Consolidation of pharma

sector in international level saw many mergers and acquisitions in Animal Health business (worldwide) and lead to emergence of many National & Regional players in India. However, we need to acknowledge the fact that Indian Pharma sector has acquired the status of “Pharmacy of world” due its investment in R&D, Manufacturing and improvement of Regulatory standards – however our own AH segment is lagging far behind from pharma sector. The segmental attractiveness as narrated below scope for future investment in R&D, Manufacturing of APIs, Bulk drugs & Superior formulation in India.

SEGMENTAL ATTRACTIVENESS:

SEGMENT	SPECIES	ATTRACTIVENESS
THERAPEUTICS	All	Poor – AMR concerns /No new molecule
BIOLOGICALS	Ruminants	High
BIOLOGICALS	Poultry	Very High (Technology oriented)
FEED ADDITIVES /PREMIX	Poultry	Moderate to high – Volatile/import (API,Vitamins) dependent.
FOOD/GROOMING/BIOLOGICALS	Companion Animals	Very High
FEED/NEUTRACEUTICALS/ IMMUNOSTIMULANTS	Aqua	Moderate / High

Through this article I want to urge upon investors & policy makers that let us not undermine this segment, we need more than what has been done so far. Leveraging the AHIDF or similar schemes we need to invest in API manufacturing,

invest in process improvement of bulk drug manufacturing so that we can compete Chinese manufacturers. Such investments in R&D, Manufacturing of vaccines, APIs, formulation can be done keeping any eye in Global Animal Health market (currently at 62.40 billion USD). 

SAMPLE DATA :

Species	(in million)	Average annual spending on vaccine (Rs)	Average annual spending in health care/Feed additives (Rs)	Vaccine spending in Rs Crore	Healthcare spending in Rs Crore	TOTAL (Rs. in CR)
Cross Breed Female	26.22		1500		3933	
Other Female Cattle	46.73		500		2337	
Total Adult Female Cattle	72.95					
Other Cattle	126.13					
Total Cattle	199.08	35		697	6270	6966
Adult Female Buffalo	54.47		1500		8171	
Other Buffalo	50.87		500		2544	
Total Buffalo	105.34	35		369	10714	11083
Sheep	71.56	10	50	72	358	
Goat	140.54	10	50	141	703	
Sheep & Goat				212	1061	1273
TOTAL RUMINANT	1278	18044	19322			
Broiler	4800	1	6.8	480	3264	3744
Layer	280	20	48	560	1344	1904
Breeder	32	60	685	192	2192	2384
TOTAL POULTRY						8032
AQUA						1250
COMPANION ANIMALS						600
OTHERS						200
TOTAL AH						29404

Best Performance Equipment from India's
Largest Manufacturer of Poultry Equipment

CHAKRA®

POULTRY EQUIPMENT

Since 1978

sales@chakraindia.com
+91-84990 04455
+91-98497 58565



- Cage Systems:
 - Conventional & Modular
- Nipple Water Drinking Systems
- Feed Management Systems
- Poultry Cage Mesh
- On-Floor Broiler Equipment
- Environment Control Systems
- Heating and Cooling Systems
- De-beaker & Vaccinators
- Security Fencing
- Egg Trays & Crates
- Time Switch & Controllers for Poultry

BUY ORIGINAL



Chowdary Enterprises

11-7-265 POTLURI HOUSE. HUDA COMPLEX,
SAROORNAGAR, HYD. T.S 500035

Visit : www.hindpoultry.com

July 2024 | 21



TAILOR MADE SOYA LECITHIN SUPPLEMENT



Lecithin is a food additive that comes from several sources — one of them being soy. It's generally used as an emulsifier, or lubricant, when added to food, but also has uses as an antioxidant and flavor protector.

ANIMAL FEED SUPPLEMENT



Call : +918853455127, +917318153787, +9196215 10838


✉ amantroagro017@gmail.com | 🌐 www.amantroagroproducts.co.in



CLFMA of India Organised a Series of Technical Seminars in Ludhiana



CLFMA OF INDIA in collaboration with the Department of Animal Nutrition, GADVASU organized a Seminar on "Feed Ingredients: Supply, Price and Alternatives" on 11th May, 2024 at Auditorium, Silver Jubilee Block, GADVASU, Ludhiana, Punjab. CLFMA OF INDIA hosted a seminar on "Feed Ingredients - Supply Price and Alternatives" on May 11, 2024, in collaboration with the Department of Animal Nutrition, GADVASU, in Ludhiana. The event was supported by the Progressive Dairy Farmers Association, the All Feed Millers Association of Punjab, and the Animal Nutrition Society of India. Mr. Suresh Deora, Chairman of CLFMA OF INDIA, delivered the Welcome Address and introduced the association to all participants. Mr. Daljeet Singh Gill, President of PDFA, discussed "Opportunities for Dairy Farmers of Punjab." Mr. Ashok Kumar, President of AFMA, addressed the "Challenges for Feed Millers in Punjab." Dr. A.P.S. Sethi, Secretary of ANSI, explained how ANSI can support both the industry and farmers. Dr. Rameshwar Singh, Hon'ble Vice Chancellor of Bihar Animal Sciences University, graced the seminar as the Guest of Honour. He extended an invitation to the dairy farmers of Punjab to train their counterparts in Bihar and discussed maize production in the state. Dr. Inderjeet Singh, Hon'ble Vice Chancellor of GADVASU, attended as the Chief Guest and spoke about the potential of GM crops, promising full support from the university.


Mr. S. V. Bhave, Past Chairman of CLFMA OF INDIA, discussed "Recent Trends in the Biofuel Industry." Mr. Sanjit Padhi, Advisor to the All India Distillers Association, addressed the availability of DDGS in India. Dr. Ruchika Bhardwaj, a millets breeder from PAU, highlighted the importance of millets in animal feeds. Dr. Amit Sharma, Assistant Professor at GADVASU, provided detailed insights on the use of DDGS in animal feeds. The seminar concluded with Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA OF INDIA, delivered the vote of thanks. Dried Distillers Grains with Solubles (DDGS) is a valuable protein source produced by ethanol manufacturers using rice or maize. Rice DDGS contains 43-45% protein, while maize DDGS contains 26-28% protein. It can be used in animal feeds at levels of 1-5%. For optimal use, DDGS should have a moisture content of no more than 11%, be free from aflatoxins, and not be over-processed. Dr. Udeybir Singh Chahal, Head and Professor, Department of Animal Nutrition and President, ANSI played an important role in organizing the event. Dr. Dinesh Bhosale was the Master of the Ceremony. Approximately 150 participants from various sectors attended the event. 

Feed Enzymes Global Leader focused on expanding portfolio at NOVUS



José Otávio B. Sorbara, Ph.D., is charting the direction of a growing product portfolio at NOVUS. Sorbara was named the intelligent nutrition company's Feed Enzymes Global Leader following the company's acquisition of BioResource International, Inc. (BRI), earlier this year.


In this new role, Sorbara owns developing the strategy and managing the innovation pipeline for NOVUS's enzyme products while supporting the commercial team as it works to grow the feed enzyme business around the world. "Enzymes are more important than ever for the animal agriculture industry," Sorbara says. "They play a crucial role in optimizing feed formulations, making them more cost-effective for feed millers and farmers. By enhancing the digestibility of nutrients in the feed, our enzymes improve the overall nutritional value of the diet for animals. This not only boosts animal performance but also reduces waste and environmental impact by minimizing nutrient excretion." He says coupling BRI's products and expertise in fermentation with NOVUS's own CIBENZA® Enzyme Feed Additive not only provides more options to customers it also allows the company to innovate solutions for tomorrow's nutrition and performance challenges. Laura Munoz, senior director of Global Strategic Marketing & Business Development says Sorbara's expertise with enzymes as well as in managing and fostering collaboration of global and regional teams will be an asset to grow the company's market share in the enzyme sector

"As an expert, José helped expand market opportunities for various enzymes while with DSM. His understanding of the sector is definitely an asset as we work to grow our enzyme portfolio," Munoz says. "We're confident that José's leadership will allow us to meet our goals as well as continue to solidify our commitment as a trusted partner for our customers," Munoz says. Sorbara spent the last 17 years with dsm-firmenich where he most recently served as the Global Innovation Lead for Poultry. He also previously held technical, marketing and category management roles at the company. He earned his doctorate in poultry nutrition from the State University of Maringá (Universidade Estadual de Maringá) in Brazil. He is a member of the Poultry Science Association and resides in Brazil. 

NU. ANCE Biotechnology – Pioneering Innovations in Feed Additives

NU. ANCE biotechnology, is a dynamic Swiss-based biotechnology company, founded by the group of entrepreneurs, specialized in development and commercialization of innovative feed additive products, merging expertise in technical and scientific knowledge, our youth is matched by our expertise, with a focus on innovation and quality.

At NU. ANCE Biotechnology we are committed to providing high - quality feed additive solutions. While many companies tout revolutionary concepts, we pride ourselves on focusing on the finer details, the nuances that can significantly enhance profitability and bolster animal resilience. Our approach revolves around innovative strategies like nu.biom postbiotic platform, unique combination of bacterial metabolites aimed at unlocking incremental improvements that make a substantial difference in the industry. With the recent acquisition of Global Nutrition International, we are pleased to announce that we have added a French manufacturer of technological liquid and solid feed additives to our portfolio. This strategic move significantly contributes to increasing range of additives developed at the highest standards of quality and effectiveness to meet our customer needs. In addition to our innovative additives, we also offer technical expertise to support you in your product development projects. Our experienced technical team is well-equipped to provide guidance and assistance throughout the development process, helping you achieve your desired outcomes efficiently and effectively. From initial concept to final product launch, we are committed to working closely with you to ensure success.

We believe that ours can be of great benefit to your organization, and we would like to explore the possibility of working together. We offer competitive pricing and flexible options to meet your specific needs. If you are interested in learning more about our products, do not hesitate to contact us. We would be happy to schedule a meeting or phone call to discuss how we can assist you. 



STROWIN GROUP

ENZYME DISTRIBUTOR WANTED



WHATSAPP: + 1 (781) 506-2878 EMAIL: JACK@STROWIN.COM

BEIJING STROWIN BIOTECHNOLOGY CO.,LTD.

ADD:Block B. Wanlin High-Tech Building Malianwa North Road,Haidian District, Beijing, China

WEB:www.strowin.com







**Zero discharge solutions for
Poultry Processing Plants &
Waste Rendering Plants**

Process plants exported to 24 countries

Get in Touch

 www.dhopeshwar.in

 sales@dhopeshwar.in

 +91 93910 58963 | +91 96521 58908

Poultry Processing Plant

For Highest Hygiene and Best Quality Meat

Different Capacities: 1000 to 16000 birds per day

For dressed birds: With skin and without skin

- ✓ Fully conveyorised
- ✓ Hybrid Conveyor
- ✓ Dressing Equipment
- ✓ Retail dressing Equipment



Fully Conveyorised



Hot Water Scalding

Poultry Waste Rendering Plants

Eliminate Waste | Advanced Odour Control System

Different Capacities: 250 to 4000 kg per batch

- ✓ Layer / Breeder Manure
- ✓ Hatchery Waste
- ✓ Slaughter Waste
- ✓ Farm Mortality



Digester- Cooker- Dryer



Odor Control System





Take Your Poultry Business Vision to New Heights



27 28 29
Nov. 2024

LARGEST POULTRY EXHIBITION IN SOUTH ASIA @ HITEX, HYDERABAD, TELANGANA, INDIA

Supported by



Organised by

E Executive
A Advisory
C Committee

&



Media Partners



Venue Partner



TEAM POULTRY INDIA



Supporting Associations



INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION

Corp. Office: 403, Westend Mall, Road No. 36, Jubilee Hills, Hyderabad - 500 033, Telangana.

☎ 7997994331-9 ✉ info@poultryindia.co.in 🌐 www.poultryindia.co.in



Indian Poultry Equipment Association Poultry India Makes an Impression in the Russian Market at “Meat and Poultry Industry Russia” Expo 2024

The Indian Poultry Equipment Association (IPEMA), POULTRY INDIA, proudly announces its successful participation in the prestigious “Meat and Poultry Industry Russia” Expo 2024, held from May 20 to May 22 at the Crocus Expo International Exhibition Centre in Moscow. This significant event marks a crucial step forward for IPEMA in expanding its footprint in the Russian market.

At the Expo, Sri Rajnish Patidar, Deputy Head of the Economic Wing at the Indian High Commission in Moscow, visited the IPEMA stand. During his tour, Mr. Patidar engaged with all IPEMA members and expressed his commitment to promoting Indian poultry equipment in Russia. He reaffirmed the Indian embassy’s support, recognizing the potential for collaboration in strengthening bilateral trade relations between India and Russia.

Sri Rajnish Patidar, Deputy Head of the Economic Wing at the Indian High Commission in Moscow, with IPEMA members and other visitors at the IPEMA stand at the Meat and Poultry Industry Russia Expo 2024.



Growth Prospects:

President Dr. Sergey Shadaev of the Eurasian Poultry Association and team IPEMA had fruitful discussions regarding the promotion of IPEMA member companies in Russia. A detailed roadmap has been prepared, focusing on connecting with key players in the Russian poultry industry to explore growth potential. This initiative aims to create a significant scope for Indian companies to sell their products and services in Russia. The demand for poultry pharmacy vaccines, spares, battery cages, feeding equipment, housing, breeder cages, and similar products is notably high in the Russian market. To facilitate this, a special edition of the forum for IPEMA companies, involving 500 farmers, is scheduled for January 2025. IPEMA will keep its members updated on all developments related to their promotion in Russia.


Dr. Sergey Shadaev, with the support of the Indian embassy, will conduct this special edition forum in January 2025. This event aims to promote B2B business opportunities for Indian players represented by IPEMA in Russia. IPEMA will ensure that all its members are kept informed about developments and promotional activities in the



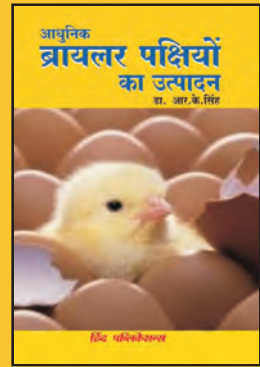
Russian market. Members of IPEMA met the legendary Legend of Russian Poultry, Mr. Gushchin Viktor Vladimirovich (Head of Scientific Direction, Corresponding Member of the Russian Academy of Science, Honoured Worker of the Food Industry, Laureate of the Government of the Russian Federation), Mr. Gushchin Viktor Vladimirovich, is a distinguished figure in Russian poultry science, has significantly advanced the field through his role as Head of Scientific Direction and his contributions recognized by the Russian Academy of Science. His dedication earned him the titles of Honoured Worker of the Food Industry and Laureate of the Government of the Russian Federation.

Mr. Gushchin Viktor Vladimirovich expressed his willingness to attend Poultry India's show 16th Edition show scheduled in November '2024. He extended his best wishes to the IPEMA team for their entry into the Russian poultry market. Mr. Gushchin Viktor Vladimirovich with Mr Uday Singh Bayas, President, IPEMA The Russian market offers substantial potential to Indian businesses, especially in light of the ongoing Western sanctions. These sanctions, imposed following the Ukraine conflict, have transformed Russian industries and markets to become less oriented towards the West. With an increased focus on self-reliance, especially in the poultry and egg farming sector, Russia presents an untapped market for Indian enterprises. The shift towards domestic agricultural production and modernization creates a strategic opportunity for IPEMA to address the evolving needs of the Russian poultry industry.

The participation of IPEMA at the Expo underscores the association's dedication to promoting international partnerships and leveraging Indian expertise in poultry farming equipment. With Russia's growing emphasis on domestic agricultural production and the need for modernization in the poultry industry, IPEMA's presence at the Expo signifies a strategic opportunity to address the evolving needs of the Russian market. Looking ahead, the IPEMA office will collaborate closely with the Russian embassy to explore new avenues and expand the reach of Indian poultry solutions in Russia. This collaboration is poised to drive innovation, enhance productivity, and contribute to the mutual prosperity of both nations.

IPEMA will start the promotional activities in the Russian market, benefiting all its members, upon receiving responses from interested parties. Interested members are invited to contact IPEMA at the following email address: udaysingh@vijayrajindia.com Stay tuned for more updates on this exciting collaboration between IPEMA and the Russian Poultry Industry. 

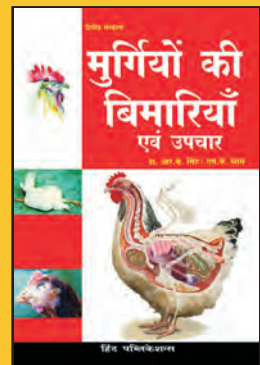
BOOKS FOR SALE



Rs. 260/-



Rs. 325/-



Rs. 325/-



Rs. 185/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com

* Postal Charges Rs. 40/- book Extra * Postage of more than 4 books is Free

TOXO[®]-XL

3-D approach for Mycotoxin Risk Management

THE BENEFITS



Reduces mycotoxin
bioavailability



Modulates intestinal
barrier function



Reinforces the
immune system



Scan the
code for
latest
updates

Trouw Nutrition India Pvt. Ltd.

L4 04, SLN Terminus, Beside Botanical Garden,
Gachibowli, Hyderabad, Telangana – 500032

T.: +91 40 2988 0258

E.: customercareindia@trouwnutrition.com

W.: www.trouwnutrition.in

Srinivasa Farms Launches State-of-the-Art Egg Grading Center in Vijayawada



We are delighted to announce the grand opening of our egg grading center in Vijayawada, which occurred on June 9, 2024!

This achievement marks a significant milestone in our commitment to providing high-quality and affordable nutrition through our brands Freshen and Hello Eggs.

At Srinivasa Farms, we believe in #HealthyBharat. Our new facility is dedicated to



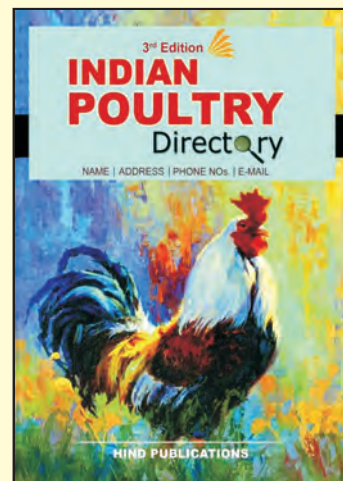
ensuring that every egg delivered to your table within 24 hours is fresh and meets the highest standards of quality.

Now Available:

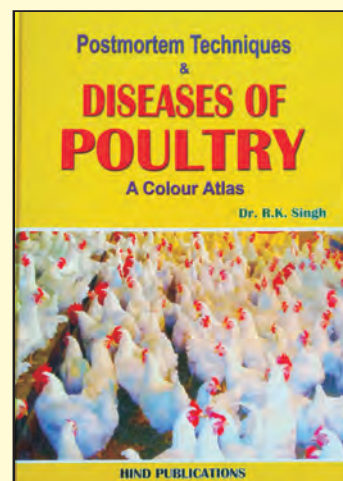
- At Reliance Retail, Ratnadeep & More Stores
- Premium, top-quality eggs for everyone

Join us in promoting #HealthyBharat and savor our premium eggs today! 

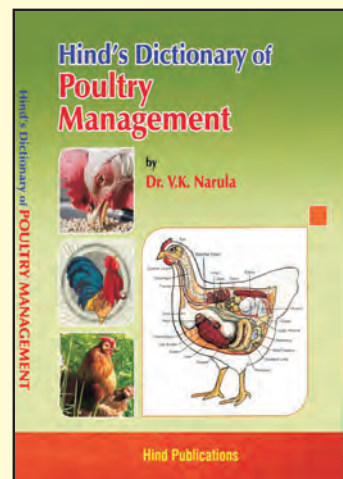
BOOKS FOR SALE



Rs. 750/-



Rs. 1800/-



Rs. 550/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9502159098 +91-9391378805
www.hindpoultry.com hindpoultry@hotmail.com

* Postal Charges Rs. 40/- Extra for each book * Postage Free if order is more than 4 books

World No.1

Layer Bird Now Ready to Rule India



Local Breeding Program



Lowest Feed Per Egg

Highest No. of Saleable Eggs



W-80%
India



Unmatched Technical Services

Lowest Mortality



Srinivasa
Hy-Line.



Ability to Recover From Diseases



Best Egg Shell Strength

Poultry Farmers' Flock Performances



Mr. Sohaib
Ahmed
Khan

S.A.K Poultry Farm,
R.R Dist, Telangana

Achieved **298 HHE** in **72 weeks**
with **104 g avg feed intake/day**

- Cum Feed/Egg : 123
- % Achievement : 91%
- Weeks Above 90% : 36
- Peak Weekly Production : 94%
- Feed Cost/Egg @Rs.26/KG : Rs.3.20



Mr. M V
Appa Rao

YVR Agro Farms,
West Godavari Dist, A.P

Achieved **247 HHE** in **61 weeks**
with **105 g avg feed intake/day**

- Cum Feed/Egg : 124
- % Achievement : 94%
- Weeks Above 90% : 35
- Peak Weekly Production : 96%
- Feed Cost/Egg @Rs.26/KG : Rs.3.22



Srinivasa Farms
ICIN - U01222TG1983PTC0039791



For More Info
+91 91000 21340
www.srinivasa.co

CLFMA of India Organised a Series of Technical Seminars in Pune



CLFMA Organized a Seminar “Feed Ingredients: Supply, Price and Alternatives” on 17th May, 2024 at Hotel Ramee Grand Pune, Regal Hall, Pune. On May 17, 2024, CLFMA OF INDIA hosted a seminar titled "Feed Ingredients – Supply Price and Alternatives," commencing at 10:30 am. Dr. Dinesh Bhosale, Past Chairman of CLFMA OF INDIA, served as the Master of Ceremony. He began by introducing Mr. Suresh Deora, Chairman of CLFMA OF INDIA, the Chief Guest, Dr. Niteen V. Patil, Hon’ble Vice Chancellor of Maharashtra Animal & Fishery Sciences University (MAFSU), Nagpur, and Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA OF INDIA. The Seminar opened with a Welcome Address by Mr. Suresh Deora. He introduced the event's theme and warmly welcomed the Chief Guest and all attendees. The Keynote Address was delivered by Dr. Niteen V. Patil, who highlighted the essential collaboration between the Livestock Industry and the University.

Mr. S. V. Bhave, Past Chairman of CLFMA OF INDIA, delivered the Opening Remarks. Subsequently, Speaker Mr. Sanjit Padhi, Advisor to the All India Distillers Association, presented on the availability of DDGS in India, explaining its details comprehensively. Mr. Nagaraj Meda, Managing Director of Transgraph, Hyderabad, discussed raw material availability and price forecasting. Dr. N. V. Kurkure, Director of Research at MAFSU, Nagpur, explored the potential of DDGS in animal feed. Mr. Reece H. Cannady, Director of the U.S. Grains Council, delivered an insightful presentation titled "Global Grains Outlook Including Maize, Sorghum, and Millets," providing a thorough overview of the global grains market. The presentations were well-received and appreciated by all participants. The seminar concluded with an interactive and engaging Question-and-Answer session.

Mr. Divya Kumar Gulati, Deputy Chairman of CLFMA OF INDIA, delivered a gracious Vote of Thanks, expressing gratitude to all participants including CLFMA Staff for their active involvement and contributions. The seminar was deemed a resounding success, with nearly 108 members and delegates in attendance, reflecting the high level of enthusiasm and interest in the event.





PHILIPPINE POULTRY SHOW AND ILDEX PHILIPPINES

28-30 August 2024
SMX Convention Center Manila

Bigger and Better

Enjoy Our 30% Increased Space!

REGISTER
NOW !

Discover Our Exhibitor Sectors



30%
Feed / Ingredients
& Additives



20%
Animal Health



27%
Farm Production



8%
Breeding & Hatching



8%
Processing & Handling



7%
Feed Technology

THE TRADE FAIR FOR THE LATEST TECHNOLOGY & SEMINAR FOR POULTRY,
LIVESTOCK, AND DAIRY PRODUCTS IN THE PHILIPPINES

Scan here to register



ORGANIZED BY



VNU ASIA PACIFIC

POWERED BY



www.thepoultryshow.com
www.ildex-philippines.com

SPACE

17.18.19
SEPT. 2024
RENNES - FRANCE

AT THE HEART
OF FARMING



Discover
the exhibition
in video



THE INTERNATIONAL EXHIBITION
FOR ANIMAL FARMING

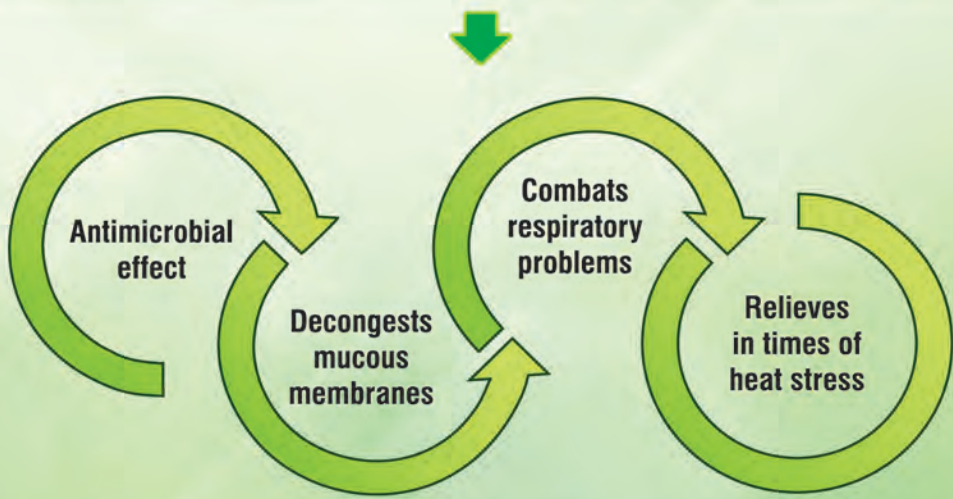
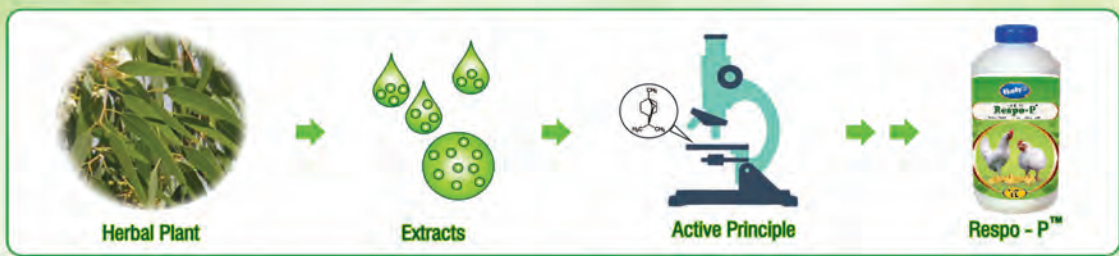


space.fr

#SPACE2024 @SPACERennes

रेसपो-पी
Respo-P™
 Natural Solution for respiratory health

*The cool answer for respiratory problem
 Respo-P™ is blend of proven, safe and excellent quality of Phytochemicals.*



Respo-P consist of Synergistic combination of selective Phytochemicals with mucolytic, bronchodialator and immuno- modulatory properties.

For further information please contact :

VENKY'S (INDIA) LIMITED
ANIMAL HEALTH PRODUCTS DIVISION
 An ISO 9001 Certified Company

"Venkateshwara House", S.No.: 114/A/2, Pune - Sinhadgad Road, Pune - 411 030 (India)
 Tel : +91- 20-24251803 Fax : +91-20-24251060 / 24251077 www.venkys.com e-mail : ahp@venkys.com



SAI KRISHNA POULTRY EQUIPMENTS



Deluxe Drinker
(Standard & Large)



Chick Feeder



Chick Drinker



Turbo
Feeder



Deluxe
Jumbo Drinker



Feeder



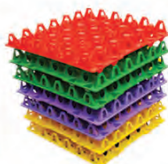
Jumbo
Drinker



Gas Brooder



Parent Feeder
Male & Female



Egg Tray



Chick Feed Tray



Nipple Drinking System

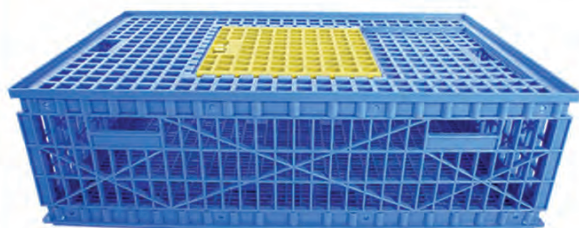
SAI KRISHNA PLASTIC INDUSTRIES

Manufacturers of Innovative Poultry Equipments

Factory : Behind Petrol Bunk, Padmanagar, Karimnagar - 505002, Tel : 0878 - 6504508, Mobile : 94404 06200

Sales Depot : Plot No : 16, Road No:2, Opp : Nimanthran Function Hall, Mamatanagar Colony, Nagole, HYDERABAD - 68, Telangana

Tel : 040 - 64610508, Mobile : 92466 59508, E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com



Bird Transportation Crate



Chick Transportation Crate

Balaji Polymers

Factory : Akkaram Village, Gajwel Mdl, Medak Dist. Regd. Office : Karimnagar : 98490 59508, Hyderabad: 96523 98686

email : balajipolymers.hyd@gmail.com

Global Poultry Markets Rebounding - Rabobank

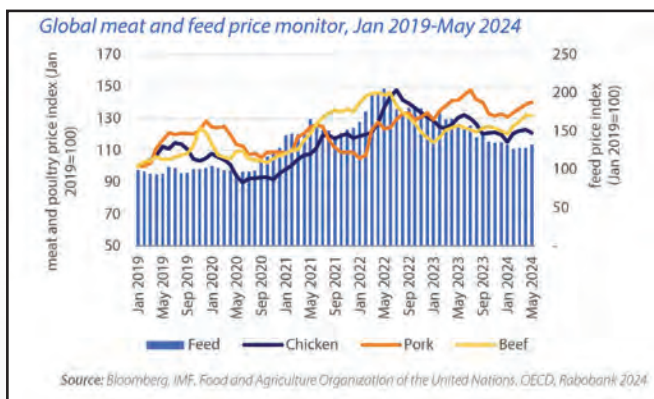


made chicken more affordable, supporting demand recovery." The EU and the US are performing well this year, with relatively strong demand, controlled production growth, and rising prices. The main exceptions to this relatively strong market environment are China and Japan, where the industry has experienced overly ambitious growth rates above 3% this year, which negatively impacted local profitability. Brazil had also been heading toward an oversupply, but recent production cuts are expected to help balance the markets.

According to the latest animal protein report by Rabobank, the outlook for global poultry markets is further improving, driven by accelerated growth in poultry meat consumption, ranging from 1.5% to 2%, and disciplined supply growth in many markets.

After four years of highly disruptive conditions, global poultry markets are moving toward more "normal" market conditions. Global trade is expected to become more competitive than in the past two years due to shifts in trade flows.

Despite a 2% increase in global chicken prices, chicken remains a competitively priced protein option, as prices of pork and beef have increased by 4% and 5%, respectively. However, operations remain a critical area of focus for producers. Feed prices have hit their lowest point after two years of decline, and have increased for the first time in two years (+1%) due to



weaker-than-expected harvest predictions in Brazil, North America, and Europe. According to Nan-Dirk Mulder, Senior Analyst - Animal Protein at Rabobank, strong emphasis on procuring feed ingredients and optimising feed formulations will be necessary, particularly considering the risk of a La Niña season on global crop harvests, which could affect major grain producers.

"Most of this global growth has been driven by strong local market conditions rather than trade. This is particularly true for emerging markets in Southeast and South Asia, Africa, and Latin America," said Mulder. "Lower feed prices have

In Q1 2024, global poultry trade dropped by 5% YOY, with a 40% reduction in Chinese imports being a notable cause. "The weak and oversupplied domestic chicken market in China was the primary driver behind this significant drop in trade. Key exporters to China - Brazil, the US, and Russia - have all felt this decline," noted Mulder.

"We expect that these countries will seek alternative markets to offset the impact of reduced Chinese trade, particularly affecting chicken feet and leg markets." Additionally, the new EU import quota for Ukraine will impact global trade in breast meat and whole chicken, particularly as Ukraine will increasingly look for alternative markets. Avian influenza remains a critical concern for the poultry industry globally, requiring an ongoing strong focus on biosecurity practices to mitigate risks. Risks are currently shifting back into the Southern Hemisphere, with recent outbreaks in Australia and ongoing cases in South Africa and Latin America. These outbreaks could lead to sudden shifts in trade flows, both for imports and exports.

Control of coccidiosis is in our DNA



Prophyl[®] 75

Eimeriavax[®] 4m

COYDEN[®]

Coxiril[®]

Nimax[®] SS

Poulcox[®]

Amprol[®]

Monicox[®]

Yumamycin[®]

Sacox[®]



Huvepharma SEA (Pune) Pvt. Ltd.

42, 'Haridwar', Road 2 A/B, Kalyani Nagar, Pune 411006

Customer Care Contact: +91 20 2665 4193 Email: salesindia@huvepharma.com

Website: www.huvepharma.com

Coccidiosis - The Hidden Profit Killer

Dr. Sachin Patil, DGM - Key Clients, HUVEPHARMA SEA

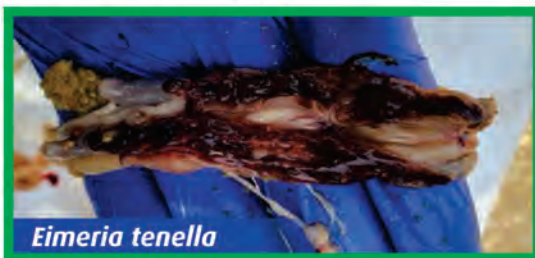


Poultry coccidiosis is an intestinal infection caused by an intracellular parasitic protozoan of the genus *Eimeria*. Four species causes wide impact and economical losses in the broiler industry. Each species exhibits the different pathogenic characteristics and targeting a specific intestinal location and alters the function of the intestinal tract, generating deficiencies in the absorption of nutrients and lowering productive performance, leading to economic losses. Since long ago the disease has principally been controlled prophylactically by incorporating different anticoccidial drugs through the feed. Nowadays vaccine also added to control and restored the sensitivity against resistance oocysts. Management and control of coccidiosis with the feed coccidiostat is still widely uses in the poultry industry.

EPIDEMIOLOGY-

Most of the *Eimeria* spp. affects birds between 21-33 days of age group.

- 1) *E. acervulina* - Moderately Pathogenic
- 2) *E. brunetti* - Slightly Pathogenic
- 3) *E. maxima* - Moderately Pathogenic
- 4) *E. tenella* - Most Pathogenic



LIFE CYCLE

Coccidia has 2 stages in its life cycle of *Eimeria* species (7 days)

1. **Asexual stage** - Schizogony stage
2. **Sexual stage** Sporogony stage

CLINICAL SIGNS

Coccidiosis in chicken is characterised by bloody diarrhoea, enteritis, emaciation, drooping wings, poor growth, low production with high rate of mortality and morbidity in heavy infection.



Types of Coccidiostats and its level in the feed

Category	Anticoccidial Agent	Recommended Dose (ppm) - Broiler
Monovalent Ionophore	Monensin	100 - 120
	Narasin	60 - 80
	Salinomycin	44 - 66
Monovalent Glycosidic	Maduramicin	5 - 6
	Semduralmicin	25
Divalent	Lasalocid	75 - 125
Chemicals	Amprolium	125 - 250
	Halofuginone	3
	Clopidol	125
	Decoquinat	30
	Diclazuril	1
	Dinitomide (zoalene)	125
	Nicarbazin	125
Robenidine	33	
Mixed Synthetic with Ionophore	Salinomycin / Nicarbazin	50
	Narasin / Nicarbazin	54 - 90
	Monensin / Nicarbazin	40
	Maduramicin / Nicarbazin	0.75 - 40
	Semduralmicin / Nicarbazin*	15 - 40

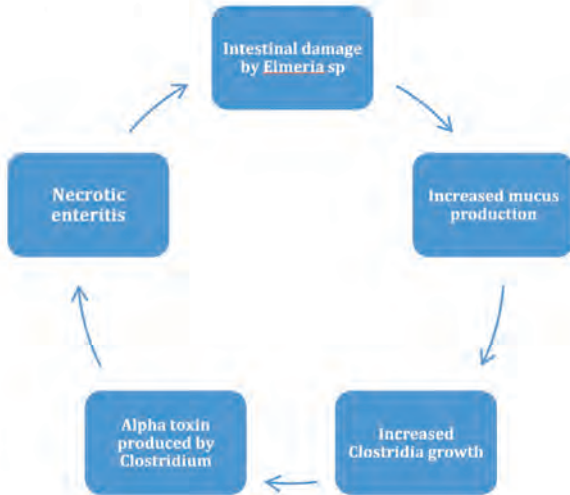


CHARACTERISTICS OF COCCIDIOSIS

- 1. Species-Specific (turkeys<=>chickens)
- 2. Tissue-Specific (intestinal mucosal cells)
- 3. Specific area in intestines per species
- 4. Pathogenicity is variable (E. mitis E. necatrix)

Coccidia does not come alone

Coccidiosis goes hand-in-hand with other gut diseases, because it damages the gut mucosa and allows bacteria to enter causing secondary infections.



Necrotic Enteritis

What Droppings tell you?

Caecal & healthy Droppings



Undigested feed with orange mucous indicating the dysbacteriosis and clostridium infection



Indicator of Litter Quality - Foot Pad Dermatitis



Healthy



FPD Score -2



FPD Score -2

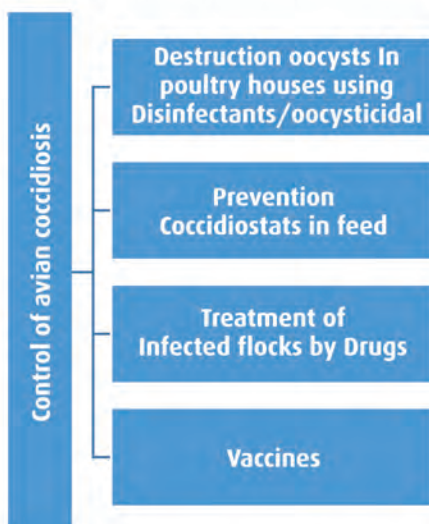


Healthy Intestine



Enteritis with heavy mucous

Control of avian coccidiosis



Action of Anticoccidial Drugs

1. **Coccidiostats** - Drugs which arrest or inhibit the growth of intracellular Coccidia
2. **Coccidiocidals** - Drugs which kill or destroy intracellular Coccidia during growth

Ionophores

- Monovalent - Salinomycin, Monensin, Narasin
- Bivalent - Lasalocid
- Monovalent Glycosidic - Maduramycin Semduramycin

Chemicals

- Amprolium, Nicarbazine, DOT, Diclazuril, Ethopabate, Clopidol, Robenidine & Sulphonamides

Combinations

- Chemical (Nicarbazine) + Ionophores (Monensin / Maduramycin / Narasin)

These fall into three categories: the polyether Ionophore which includes **Monovalent Ionophore Divalent Ionophore, Synthetic/chemical & Combination** of synthetic and chemicals such as Monensin & Nicarbazin.

This articles gives a glimpse on the brief review on epidemiology, transmission, clinical signs, diagnosis, control and economic losses due to coccidiosis in poultry.

SHUTTLE AND ROTATION PROGRAMS

Ionophore combinations are typically applied to control coccidiosis during the rearing of broiler chickens in so-called "shuttle programs", in which different drugs are used in successive feeds given during the life of a single flock. Combinations may also be employed in "rotation" programs that involve the use of different drugs in successive flocks. The use of combination products in the first feed provided (starter & Prestarter feed) and sometimes in subsequent finisher feeds has become a common practice.

CHEMICALS & MODE OF ACTION

Below are the chemical drugs and thier modes of action

- Amprolium- thiamine (Vit. B1) analog
- Clopidol- disrupts energy transfer in the mitochondria
- Decoquinatate- Quinolone, disrupts electron transport
- Diclazuril- unknown, acts on sexual and asexual stages
- Nicarbazine- unknown, thought to be related to NAD metabolism
- Robenidine- unknown acts on sporozoite
- Ethopabate- monocyclic aromatic, PABA competitor
- Sulphonamide- second generation schizonts, folic acid synthesis

Huvepharma Complete Cocci Range

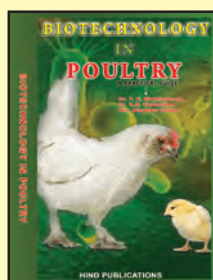
PARAMETERS	Poulcox®	Sacox®	Yomamycin®	Coxiril®	Coyden®	Monicox®	Nimax®
TYPE	Ionophore			Chemical		Combination	
ACTIVE	Monensin	Salinomycin	Maduramicin ammonium	Diclazuril	Clopidol	Monensin + Nicarbazine	Maduramicin + Nicarbazine
PPM	100 - 125	60 -70	5	0.8 - 1.2	125	40/40 - 50/50	40 - 3.75
WITHDRAWAL PERIOD	3 days	0 days	5 days	0 days	5 days	0 days	0 days

CONCLUSION

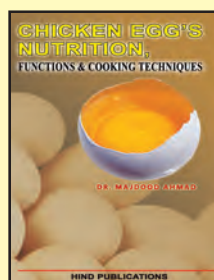
Coccidiosis is a globally occurring problem causing losses of Rs 16/-/bird in the broilers. Coccidiosis is a multi-factorial disease so Hygiene, management, ventilation, feed quality and precise mixing of anticoccidial are playing crucial role in management of coccidiosis. During complete year clean-up programme is very important with the help of strong chemical molecule to lower down the oocyst pressure in the farms.

Ionophore can be used for the six month and later resting can be given after the use. Always try to use Chemicals/Combination molecules in Prestarter & Starter feed and Ionophore in the finisher feed it allows to leakage of immunity.

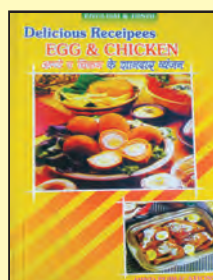
In conclusion, the prevention and control of coccidiosis will be dependent upon the use of anticoccidial drugs and vaccines integrated with a comprehensive program focusing on high standards of bird health, nutrition, and management of the Production environment.



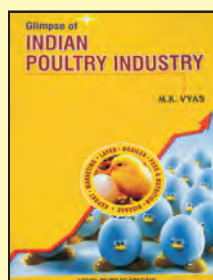
Rs. 395/-



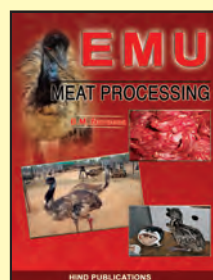
Rs. 345/-



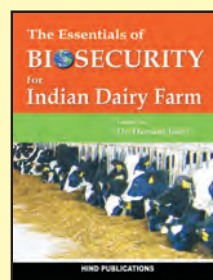
Rs. 35/-



Rs. 235/-



Rs. 335/-



Rs. 245/-

HIND PUBLICATIONS

204, Plot No 19, HUDA Complex, Saroor Nagar, Hyderabad - 500035

+91-9391378805 +91-9502159098

www.hindpoultry.com hindpoultry@hotmail.com



IPJA announces Calendar of Events Technical Seminars

PATNA

**JULY
31**

SRINAGAR

**SEPTEMBER
9**

Sponsorship

Event Partner	2,00,000
Diamond Sponsor	1,00,000
Gold Sponsor	50,000

* Rates are for each Technical Seminar

IPJA GLOBAL AWARD 2024

November 28 | Hyderabad

For further details, contact :

344, Plot No. 1 & 4, Surya Saroj Apartments, HUDA Complex,
Saroornagar, Hyderabad - 500 035.

Phone : 9391378805 (M.K. Vyas), 9811377928 (Rakesh Bhardwaj)

E-mail : ipja.president@gmail.com





RR VETERINARY HEALTH CARE PVT. LTD.

An ISO 9001:2015 and ISO 22000:2005 Certified Company

4-122/1/1, Plot No. 115 & 123, Kuntloor Village, Abdullapurmet
Mandal, R R Dist - 501 505, Telangana, INDIA.

Email: info@rrveterinary.in, www.rrveterinary.in, www.rrvhc.in

15 YEARS OF
UNBLEMISHED
QUALITY
SERVICE

LARVEND™ Gold Plus
Natural clay solution

1 Ltr & 5Ltrs



FLYXIL GOLD™ plus

1 Ltr & 5Ltrs



RR ELIMINATOR™
India's No.1 Rat Control Brand

10 kg, 20 kg Buckets,
& Bait Stations



SPOTON™
PROPOXUR 2% BAIT

1KG & 5KG



TOXELIM-B GOLD PLUS™
"Unique & Complete Health Tonic"

1Ltr & 5Ltrs



ANTIPROL™
"The Only answer to Prolapse & Intussusception"

5Ltrs



For further details
Please contact :

Y. Ram Mohan Rao
Managing Director (Mob: +91 94904 10562)

Dr. Sreekanth Devalraju
Manager (Mob: +91 94410 31794)

RR Animal Health Care Limited's Breakthrough for Indian Poultry Industry to provide a robust, high-quality alternative tailored

To bolster domestic capacities and reduce dependence on imports, our objective is to provide a robust, high-quality



alternative tailored for the Indian market. RR Animal Health Care Limited has a long-standing reputation for innovation and quality in the pharmaceutical sector. RR Animal Health Care Limited has announced a significant advancement in the Indian poultry industry with the development and commencement of commercial manufacturing of the Active Pharmaceutical Ingredient (API) - "Robenidine Hydrochloride". This milestone reduces India's dependency on foreign imports and ensures the availability of high-quality, traceable products for the poultry sector.

Key Benefits of Indigenous API Manufacturing

Consistent Quality: With complete control over production, the quality of the products is consistently maintained. **Steady Supply:** The risk of supply chain disruptions is significantly reduced, ensuring a reliable supply of essential APIs.

Cost Savings: Competitive pricing benefits customers by reducing overall costs.

Transparency and Traceability: Direct access to the manufacturer enhances transparency and traceability of the products.

Dr. Debashis Dutta, Managing Director of RR Animal Health Care Limited, underscored the significance of this advancement. India serves as a global manufacturing hub for human pharmaceuticals, encompassing APIs and generic drugs. Despite this, the poultry sector continues to rely heavily on imports. Stakeholders in animal health pharmaceuticals should thoroughly evaluate the underlying factors and opportunities. With state-of-the-art manufacturing facilities and robust R&D capabilities, our company stands at the forefront of the industry. Looking ahead, RR Animal Health Care Limited is committed to broadening its range of domestically manufactured APIs, reducing import reliance, and enhancing the caliber and dependability of pharmaceutical offerings for the Indian poultry sector.

This achievement not only highlights India's capabilities in pharmaceutical manufacturing but also strengthens RR Animal Health Care Limited's ability to meet industry demands reliably and efficiently. For more info: www.rrahc.in please contacts Team RR Animal Healthcare Limited. 📞

Brazilian Poultry Exports decline by 1.4% in 2024



In 2024, Brazil, the world's largest exporter of poultry, experienced a slight decline in its poultry exports. Despite a notable surge in May, the overall export volume fell by 1.4% compared to the previous year. In 2024, Brazil, the world's largest exporter of poultry, experienced a slight decline in its poultry exports. Despite a notable surge in May, the overall export volume fell by 1.4% compared to the previous year. This article delves into the factors contributing to this decline, the significance of the May surge, and the broader implications for Brazil's poultry industry. The year 2024 has been a rollercoaster for Brazil's poultry export sector. The initial months saw a downward trend, with the first quarter recording a 7.2% decrease in export volume compared to the same period in 2023. This decline was attributed to several factors, including fluctuating global demand, increased competition from other poultry-exporting nations, and logistical challenges.

However, May brought a glimmer of hope. The month witnessed a significant uptick in exports, with volumes reaching levels not seen in recent years. This surge was driven by a combination of factors, including increased demand from key markets and successful marketing campaigns by Brazilian exporters. 📞



Fuelled by *Bacillus siamensis* ZMT02, the novel probiotic strain isolated from chicken GIT

22 Field Trials*
1,08,236 broiler chickens

Safe | Performance booster | Anti-infective | Anti-inflammatory

40 - 70 points#

Improvement in cFCR

Upto 70 g

Improvement in BWT in open shed

Upto 120 g

Improvement in BWT in EC shed

Upto 30%

Improvement in livability vis-à-vis antibiotic control



#1 FCR point represent third/last decimal point of 1000

*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.



Poultry
Knowledge[®]
 Day
26th NOV. 2024
HICC, NOVOTEL, HYDERABAD



**Boost your expertise with
 insider tips!
 Exhibit your know-how.**

**REGISTRATIONS
 WILL OPEN**

SHORTLY

Supported by



Organised by

E Executive
A Advisory
C Committee



Media Partners



Venue Partner



TEAM POULTRY INDIA



Supporting Associations



INDIAN POULTRY EQUIPMENT MANUFACTURERS ASSOCIATION

Corp. Office: 403, Westend Mall, Road No. 36, Jubilee Hills, Hyderabad - 500 033, Telangana.

☎ 7997994331-9 ✉ info@poultryindia.co.in 🌐 www.poultryindia.co.in



Partner in Animal Protein Production for a Healthier Nation



G/15, Neelkanth Udyog Bhavan, Sakinaka Junction,
Andheri Kurla Road, Mumbai, 400072 (MH) India
Email: contact@raviozabiotech.com
www.raviozabiotech.com

**HIGH TITERED VACCINE;
SAFEST AND POTENT INTERMEDIATE PLUS STRAIN;
EFFECTIVE BY ANY ROUTE OF VACCINATION;**

A Division of
 **JAPFA-Indonesia**

A PRODUCT OF

vaksindo
Research Based Vaccines



VAKSIMUNE® IBD M+

Application :

Administration by oral drop, Drinking water or Eye Drop,

Vial containing 2000 doses (10 ml)



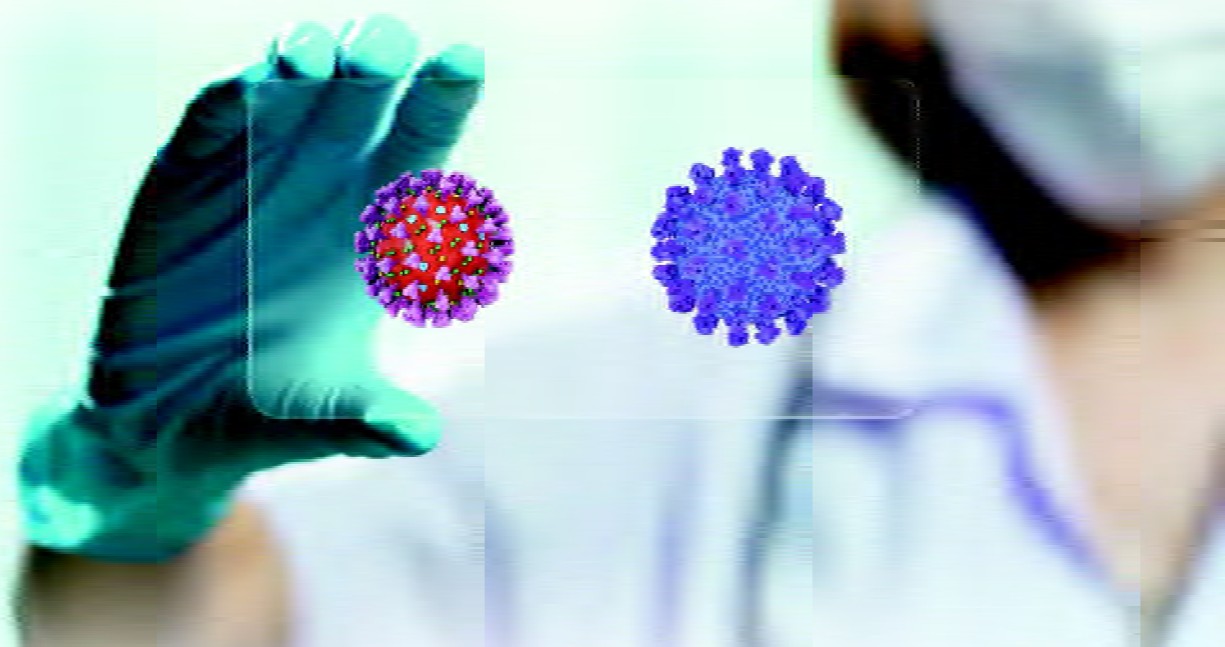
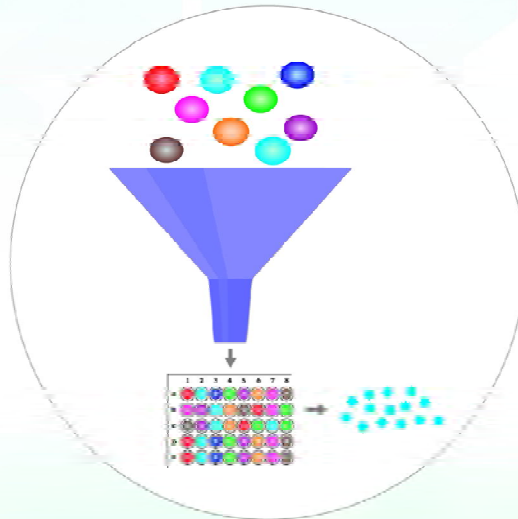
An ISO 9001:2015 Certified Company

Corporate Office: **VAKSINDO ANIMAL HEALTH PVT. LTD.**
H No. B-7-B9/C/P-II/125, Ground floor, Chaitanya Nagar, Saroor Nagar, Ranga Reddy,
Hyderabad, Telengana- 500070. Tel: +91 40 35858744, Customer Care No: +91 4029364722
CIN : U74999TG2018FTC158341 www.vaksindo-india.com





ND BROCLONE™



**Combined Live Avian Infectious Bronchitis
& New Castle Diseases Clone Vaccine**

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)

'Venkateshwara House', S. No. 114/A/2, Pune Sinhad Road, Pune 411030. Tel.: +91 (020) 24251803, Fax: +91-20-24251060 / 24251077.



Email: ventri.biologicals@venkys.com

www.venkys.com