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HIND POULTRY

Vol. XXIII September 2024 No. 3



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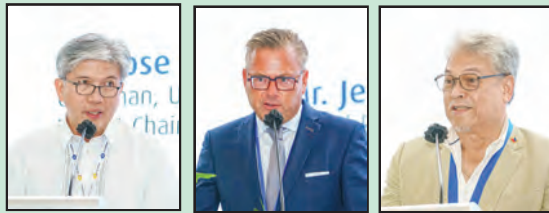
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Telangana Poultry fraternity Leaders Invite Telangana CM to Inaugurate 16th Edition of Poultry India



A high-level delegation from the poultry industry, led by Mr. Uday Singh Bayas, President of the Indian Poultry Equipment Manufacturers' Association (IPEMA), met with the Honourable Chief Minister of Telangana, Shri Revanth Reddy Garu, to extend an invitation for the inauguration of the 16th Edition of Poultry India, scheduled to be held on November 26th, 27th, 28th & 29th - 2024.

The delegation included prominent figures such as - Dr. Ranjit Reddy, Poultry India - EAC Member, Dr. K.G. Anand, General Manager - Venkateshwara Hatcheries Limited, Sri Raghava Rao - Telangana Poultry Breeders Association President, Sri Mohan Reddy (TPF), President - Telangana Poultry Federation, Sri Vuppala Narasimha Reddy (TPF), General Secretary Telangana Poultry Federation, Sri Gurram Chandra Shekar Reddy - Zonal Chairman - NECC - HYD, Sri Chakradhar Rao Garu - Director Poultry India and Sri M.Srikanth - Treasurer (IPEMA)

The meeting lasted for 30 minutes approximately, during which the delegation presented the concerns and aspirations of the poultry fraternity to the Chief Minister. According to Mr. Uday Singh Bayas, the Chief Minister was very receptive and expressed a positive outlook toward the growth and development of the poultry sector in Telangana. He assured the delegation of his full cooperation and support for the industry's initiatives. "We are grateful to the Honourable Chief Minister for taking the time to meet with us and for his commitment to our industry. His positive response and assurance of support are greatly encouraging as we prepare for the upcoming Poultry India event," said Mr. Bayas.

The Indian Poultry Equipment Manufacturers' Association (IPEMA) is hosting the 16th edition of the Poultry India Expo from November 27th to 29th, 2024, at HITEX, Hyderabad. Recognized as South Asia's largest poultry exhibition, this event is expected to bring together over 400 exhibitors and more than 1,500 Knowledge day delegates from over 50 countries. The expo serves as a vital platform for industry professionals to connect, discover the latest advancements in poultry management, health, and nutrition, and explore new business opportunities. The Poultry India event, which is held annually, has become a significant platform for the industry, contributing to the advancement and sustainability of poultry farming in India. 



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A Resounding Success: Highlights from Huvepharma®'s RESCOM 2024 Conference



Huvepharma® proudly organized the RESCOM 2024 Conference, a dynamic two-day event held in the picturesque city of Hua Hin, Thailand, from August 14th to 15th, 2024. This prestigious event brought together the leading minds of the animal health industry, including veterinary professionals and technocrats from the poultry sector.

The conference featured a series of insightful technical sessions led by industry experts, focusing on the latest trends, technologies, and practices. These sessions provided attendees with invaluable knowledge to stay ahead in the ever-evolving landscape of animal health.



Participants had the unique opportunity to network with top-tier industry experts, exchanging ideas and insights on leveraging skills and technical knowledge for the growth and advancement of the animal health sector.



The RESCOM 2024 Conference was an overwhelming success, showcasing the talent and expertise of the attendees. It was truly inspiring to witness the collective brilliance and dedication of the participants.

The RESCOM Conference officially kicked off with opening remarks by Mr. O. P. Singh, Managing Director of Huvepharma SEA, one of the most respected and experienced business leaders in the poultry industry today. His wise words and insightful advice on emerging diseases pushing the Indian poultry industry into greater economic depression were invaluable. He shared his thoughts on how veterinary professionals should approach the growth of the poultry sector.



We were honored to have some of the most influential figures in their respective fields as our esteemed speakers. They shared their knowledge and experiences, making the conference even more special for all of us. The event included numerous sessions on topics ranging from complex diseases and strategies to food safety and environmental responsibility as a food producer. Attendees had the chance to explore new challenges in poultry health and production, gaining valuable insights from industry experts.

The event was filled with insightful sessions and meaningful conversations that will help leading professionals shape the future of the poultry industry. We hope that everyone who attended left feeling energized and inspired to continue pushing boundaries!

Cont. on 45

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USSEC Trade Team from South Asia and Sub-Saharan Africa Explores U.S. Soybean Industry and Sustainability Practices - Ricky Thaper

In a landmark tour, the U.S. Soybean Export Council (USSEC) Trade Team from South Asia, comprising delegates from India, Nepal, Sri Lanka, Pakistan and Bangladesh, alongside delegates from Nigeria in Sub-Saharan Africa, visited the heart of the U.S. soybean industry.

Their journey, organized by USSEC, spanned for a week and involved insightful discussions with industry leaders, hands-on farm visits in Missouri and Illinois States and participation in the highly anticipated Global U.S. Soy Summit, "Soy Connex't" in San Francisco, California. Highlights of the U.S. Soybean Industry Tour Mr. Kevin Roepke, Regional Director for South Asia & Sub-Saharan Africa, USSEC, in the beginning of the tour gave an engaging presentation outlining the team's schedule.

The program featured visits to soybean farms, grain elevator facilities in St. Louis, Missouri, and Bloomington, Illinois, and an exploration of river lock dam facilities. The visiting Delegation engaged directly with U.S. Soy industry leaders, gaining in-depth knowledge of the nation's soybean value chain. The delegation's visit to the Cargill Grain Elevator Facility in St. Louis offered a unique opportunity to understand the large-scale operations that make U.S. soybeans a dominant force in the global market. Ms. April Sloan, Plant Manager at Cargill, provided a comprehensive tour, showcasing the latest technological innovations in grain storage and export operations.

Further enhancing the delegation's understanding of cutting-edge agricultural practices, the team visited the Donald Danforth Plant Science Center in Missouri. Here, more than 400 scientists work towards improving



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global nutrition through crop innovation. Mr. Mike Manson, Development Officer at the center, led the group through the facility, introducing them to pioneering research aimed at addressing global food security challenges. In Illinois, the delegation was welcomed by Mr. Jerry Gaffner and Mr. Scott Gaffner, third-generation farmers at Gaffner Family Farm, where they observed sustainable soybean and corn farming practices.

The Gaffner family's dedication to mechanization and environmental stewardship exemplifies the leading role of U.S. farmers in advancing sustainable agriculture. The visit to Riddell Farm in Sparland, Illinois, continued the delegation's immersion into advanced farming methods. Mr. Jay Riddell, a fourth-generation farmer, shared the farm's success in utilizing mechanization to boost crop yields while prioritizing sustainability.

This visit was further enriched by the participation of Ms. Eileen Pabst, International Markets Manager at the Illinois Soybean Association, and Mr. Mark Read, Vice Chairman of the Global Soy

Excellence Center Steering Committee, who provided valuable insights into global agricultural practices.

Global U.S. Soy Summit "Soy Connex": At the Global U.S. Soy Summit "Soy Connex" in San Francisco, the U.S. Soybean Export Council (USSEC) hosted over 800 international buyers and sellers from 62 countries. This major event highlighted the strengths of the U.S. soybean industry, with U.S. farmers projected to produce 4.6 billion bushels of soybeans for the 2024/25 crop, marking an 11% increase from the previous year.

A key feature of the summit was the emphasis on sustainability. The Sustainable U.S. Soy (SUSS) label, which promotes products

verified by the U.S. Soy Sustainability Assurance Protocol (SSAP), received significant attention. Rosalind Leeck, USSEC Executive Director, highlighted the growing demand for the SUSS label, with 25 companies recognized at the event for their commitment to sustainability and adoption of the label. The SUSS label, now featured on over 1,000 products globally, reflects U.S. Soy's commitment to responsible sourcing and environmental stewardship. The summit underscored the importance of collaboration and data-driven insights in advancing sustainable agricultural practices and meeting global nutritional needs.

USSEC Chair Lance Rezac remarked, "It's truly a humbling



experience to bring so many key customers from around the world together to meet with U.S. exporters and expand their understanding of the value U.S. Soy offers. Compared to recent years, the price is right for buyers to benefit from U.S. Soy's many advantages. While soybeans are sold as a commodity oilseed, U.S. Soy is recognized for its premium quality, which enhances operational efficiencies for livestock farms, feed mills, and oil crushers, introduces better flavor profiles in the soy foods sector, and exemplifies on-farm stewardship with the lowest carbon footprint. Events like "Soy Connex" are essential for showcasing these strengths and fostering global collaboration."

Ms. Anja Manuel, Cofounder and Partner of Rice, Hadley, Gates & Manuel LLC, at the Soy Connex Conference, gave us a glimpse of geopolitics around the world. Ms. Manuel said that it will continue to be a wild ride, but she believes our best days are still ahead of us. A Collaborative Future: Mr. Jim Sutter, CEO of USSEC, expressed the importance of the summit, saying, "Soy Connex" serves as a platform for unveiling new data and fostering collaboration. Our technical experts help global customers understand how U.S. soy, with its superior feed conversion ratios and sustainability credentials, is an essential partner in addressing the world's growing protein needs." Mr. Kevin Roepke, Regional Director for South Asia & Sub-Saharan Africa, USSEC, said "Soy Connex" is the flagship event for the US Soybean Export Council. Our signature adjunct team tours scatter throughout the United States to showcase the sustainable soybean crop by highlighting the transportation/logistics capabilities, agronomy innovation and explains the incredible value proposition of US soy.

US Soy has intrinsic characteristics which set it apart from the world like lower moisture and damage and higher digestibility and metabolizable energy. The delegates were able to interact with farmers to learn how this is possible and what make US soy so unique. Together, our industries were able to build stronger relationships; and by collaboration and connection at events like this, we can nourish the world. Throughout the course of history, we've seen that leaning into trade has been a major impetus to achieving rapid economic growth. Moreover, the US is not only the world's largest exporter of food but also the largest importer. This paradox highlights the need for looking at global markets





to increase consumer choice and build more resilient and sustainable food supply chains"

During the event, Mr. Naveen Pasupathy, President of the Karnataka Poultry Breeders and Farmers Association (KPBFA), signed a landmark Memorandum of Understanding (MOU) with USSEC to promote the Soy Excellence Center (SEC) program in Karnataka State. The Soy Excellence Center (SEC) are already offering free online courses in India, including the SEC India Poultry Production and Management course and the Feed Milling Basic Certificate Course. As the poultry industry increasingly requires skilled experts, this initiative is vital in preparing the next generation to sustain and advance the sector.

Mr. Jaison John, Team Lead - India at USSEC, further elaborated on the vital role U.S. Soy can play in enhancing food security for India's vast population amidst inflationary pressures. "Ensuring nutritional security for India's population of 1.4 billion is a significant challenge, but U.S. Soy can be a vital partner in this effort," he said. "With its high-quality protein and versatile food applications, U.S. Soy can enhance food security, support sustainable agriculture, empower local communities, and foster economic growth." At the Soy Excellence Center (SEC) Global Advisory Panel

meeting, Ms. Tori Sorensen, Chairperson of SEC, welcomed the attendees, which included leadership from USSEC, state soybean associations, and SEC Regional Advisory Council members from across the globe. Mr. Mark Read, Vice Chairman of SEC, updated the panel on ongoing activities, while committee chairs reviewed the budgets allocated to SEC initiatives. The meeting ended with the closing comments from Mr. Jim Sutter, CEO, USSEC. Dr. Vijay Anand, Center Lead - India, Soy Excellence Center, highlighted the SEC's alignment with India's "Skills India" program. Launched in January 2024, SEC in India has already introduced specialized courses in poultry, feed-milling, and soy foods, marking significant progress in industry skill development. Dr. Vijay emphasized that India's large animal husbandry and soy foods sectors require significant workforce training, and SEC's globally sourced expertise is helping prepare young professionals for the challenges and opportunities in these sectors.

The U.S. tour and Global Soy Summit "Soy ConnexT" have highlighted the U.S. soybean industry's dedication to sustainability and innovation. The insights and experiences gained are set to greatly impact efforts to

promote U.S. soy in South Asia and beyond. The support and hospitality from the U.S. Soybean Export Council has been invaluable, driving advancements in global nutritional security and fostering stronger international collaborations.

Myself as one of the member of the South Asia delegation and the Regional Advisory Council Member of the Soy Excellence Center, this tour has deepened our understanding of the U.S. soybean industry's commitment to sustainability, innovation, and global nutrition. The experiences and insights gained will have a lasting impact on our efforts to promote U.S. soy in South Asia." My gratitude to Mr. Kevin Roepke, Regional Director for South Asia & Sub-Saharan Africa; Ms. Deeba Giannoulis, Regional Head of U.S. Soy Marketing & Sustainability; Ms. Hibah Ameer, Regional Head of Communications; Mr. Jaison John, Country Lead- India, Mr. Pawan Kumar, Country Lead- Nepal, Mr. Saram Pokhari, Country Lead- Pakistan, Mr. Khabibur Rahman, Country Lead- Bangladesh, Dr. Khurram Shahbaz, Regional Special Projects Facilitator, South Asia, Ms. Dhanu and Mr. Tara S Rawat from USSEC India, Ms. Nikita from USSEC Dubai and all other team members of the U.S. Soybean Export Council for their efforts in highlighting the sustainability and global benefits of U.S. soy. 



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Gartech Secures Landmark Order for Multi-Tier Broiler Breeder Cages for 2.5 Million Birds from IB Group




From L to R Mr. Harish Garware, Mr. Bahadur Ali, Ms Zoya Afreen Alam and Mr Rizwanuddin

Under Mr. Harish Garware's leadership, Gartech has become India's largest manufacturer of hi-tech automated poultry farm equipment, specializing in vertical farming systems for poultry with automated feeding, drinking, lighting, and climate control. With over 25 years of innovation, Gartech continually upgrades its patented solutions to meet the diverse needs of broiler, breeder, and layer farms, serving both small operations and large enterprises in India and over 30 countries worldwide. We are excited to announce that Gartech Equipment Pvt. Ltd., India's leading innovator in ultra-modern mechanized poultry farming, has secured a significant order to supply equipment for IB Group's state-of-the-art, fully automated, \$65 million (over .500 crore) Multi-Tier Broiler Breeder project. This project will be commissioned over the next nine months. IB Group, led by Mr. Bahadur Ali, is among Asia's top five poultry integration companies, renowned for its commitment to quality and growth.

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will feature 4-tier AI-compatible cages, computerized feeding for precise male and female bird management, centralized egg collection to designated cold storage, and systems for lighting,

water, and manure handling. Mr. Harish Garware, proud of this collaboration, stated, "This order strengthens our long-standing partnership with IB Group and reaffirms Gartech as India's leading provider of advanced poultry equipment. Together, we're driving innovation and elevating global farming standards to meet the growing demands for protein security. We are committed to delivering this order with the precision and quality that define Gartech, as we continue our mission to transform the poultry farming industry. 

Jonathan Cade visited Srinivasa Farms at Hyderabad

Srinivasa Farms had the pleasure and privilege of welcoming Mr. Jonathan Cade, President of Hy-Line International, to their corporate office in Hyderabad, Telangana - India on 22nd August 2024. During his visit, Srinivasa Farms engaged in productive discussions



about their upcoming Technical Seminar and strategized goals for the coming year in Indian Poultry Industry. Srinivasa Farms while commenting on the visit of Mr. Jonathan Cade to its corporate office said that it was an insightful exchange that further strengthens our partnership and commitment to excellence. 

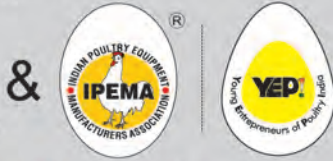


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PVS Group Welcomes Dr. Amit Kumar Patra as Business Head



PVS Group is very pleased to announce the appointment of Dr. Amit Kumar Patra as Business Head (Poultry & Veterinary). Dr. Amit has completed M.V.Sc. in Animal Nutrition from West Bengal University of Animal & Fishery Sciences, Kolkata. He has completed Post Graduate Diploma in Marketing Management (PGDMM). He brings over two decades of experiences in Poultry & Dairy industry before joining PVS Group. He has demonstrated proactive leadership in Sales & Marketing initiatives, market development, customer relations & strategic planning. This broad skill set makes him a versatile & well-rounded professional. This strategic appointment is a significant milestone in company's ongoing commitment & growth of organization. PVS Group is one of the leading & pioneer group in India having experiences around more than 30 years & having presence in more than 55 countries. PVS Group product manufacturing process as per cGMP. PVS Group also having own office in Vietnam & operating with own marketing & sales team there. PVS Group market presence has been continuously growing & PVS Group aim to bring a constant high quality support to its customers to help them to obtain best performance with the ranges of quality products. Dr. Pamulapati V.S., CMD of PVS Group stated "Under leadership of Dr. Amit, PVS Group is poised to further consolidate our position as market leader in Animal Health & Nutrition. I am confident Dr. Amit will add value to both our organization & industry." Expressing his enthusiasm Dr. Amit said "I am delighted to join PVS Group & look forward to working closely with our talented team & valued partners. I am confident of adding values to our team & company to reach our goal to become leader in the industry." 


A New Director at NOVUS is driving Innovation at the Intelligent Nutrition Company

Gaurav Shah recently joined NOVUS as the new associate director of innovation and business development. He is responsible for routing Novus' innovation pipeline and strategy in the newly created role. "While we're working internally on new projects, services and solutions, we know there is a whole world of innovation beyond our labs," says Associate Vice President of Global Strategic Marketing, Technology and Innovation Abishek Shingote. "It's not enough for us to say we will be innovative; we have to do it. Gaurav's focus is on business development that will drive new growth and support our customers globally."



At NOVUS, Shah is updating the company's innovation capabilities by leveraging its open innovation model. "Something that can slow down innovation is being stuck in your competencies or feeling the need to fully own new competencies before developing something," Shah says. "With open innovation, the goal is to work closely with start-ups, universities, established companies, and even customers that are already competent in what we want to do. We're joining forces with those partners to deliver value to the industry."

Understanding that new ideas, technology and services can come from many different places, Shah says NOVUS is looking for partnerships that match its strategic interests: animal nutrition and health feed additives that lead to better performance. "NOVUS has a good track record of delivering disruptive technology - like the first liquid methionine, the first bis-chelated trace minerals, and now embedding functional additives in corn kernels with INTERIUS™ technology," he says. "So, finding partners that can help us deliver something new through INTERIUS™ technology is certainly a goal."

Shah says for NOVUS innovation is not a "good to have" it's a "need to have" and that the new open innovation platform coupled with his efforts to connect the company to external partners will mean big things for customers and the feed additive industry in the years to come. "The fact that we're investing in new and expanded technologies and that we've created a very clear structure to evaluate ideas and partnerships and bring products to market shows NOVUS is serious about innovation. We're ready to talk with others who are too." Shah comes to the leader in intelligent nutrition after serving as business development manager for BioResource International, Inc. (BRI), and as global director of the feed digestibility category at Adisseo. His education includes a master's degree in microbial biotechnology from North Carolina State University (U.S.) and a post-graduate degree in patent law and intellectual property. 



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The logo for Dhopeshwar features the company name in a bold, blue, sans-serif font. To the left of the text is a stylized graphic consisting of three horizontal bars: a red bar on top, a white bar in the middle, and an orange bar on the bottom. The entire logo is centered within a large white circle that has a thick white border and is set against a background of a poultry processing plant with a warm, golden-yellow color palette and a starry pattern.


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Optimizing Poultry Gut Health Through High Copper Supplementation

Dr. Sanket Wakchaure

Poultry Nutritionist, TrouwNutrition South Asia

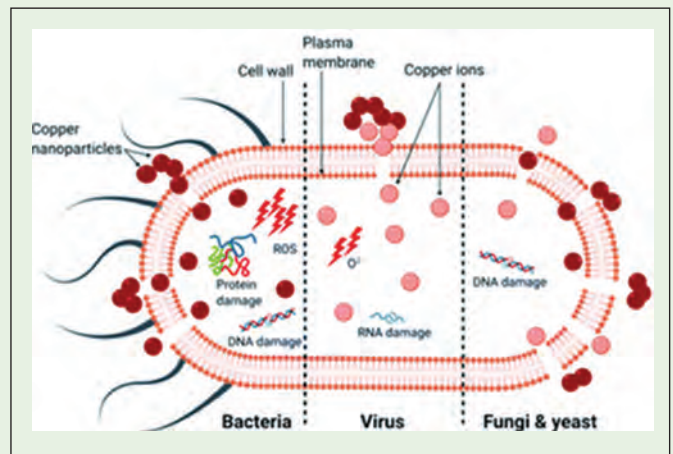
Copper is an essential trace mineral in poultry diets, vital for supporting immune function, antioxidant defence, bone strength, iron metabolism, and overall growth. Typically administered at levels ranging from 5-30 ppm, copper plays a crucial role in enhancing poultry health and productivity.

Historically recognized for its antimicrobial properties, copper has been employed in various applications, including as an antibacterial agent and water purifier. In poultry nutrition, elevated copper levels can improve gut health by influencing microbial balance in the gastrointestinal tract. This adjustment enhances feed efficiency, growth rates, and gut integrity. With potential shifts in antimicrobial use regulations and increasing demands for sustainable poultry production, optimizing gut health through copper supplementation offers a promising strategy. This article examines how high copper levels can positively impact gut function and performance, aligning with evolving industry standards.

Mechanisms of antimicrobial action of copper surface (Contact killing)

Despite the differences in copper forms, the antimicrobial activity of copper appears to be directly linked to its oxidative behaviour and the solubility properties of copper oxides. Copper can cause membrane damage through nonenzymatic oxidative damage to membrane phospholipids, resulting in the loss of membrane integrity and cell death. Additionally, copper's capacity to release ions causes oxidative stress by producing reactive oxygen species (ROS) under aerobic conditions, demonstrated by redox cycling between the different forms of copper as shown in Fig. 1.

Fig 1: Silage phases



(Hans *et al.* 2016; Vincent *et al.* 2016)

Fig. 1. Mechanisms of antimicrobial action of copper surface (Contact killing)

Elevated copper levels boost beneficial bacteria while diminishing harmful strains, leading to lower levels of faecal metabolites. This reduction indicates more efficient protein and carbohydrate digestion, reflecting improved nutrient absorption.

Feeding High Copper Levels

Nutritional levels of copper in animal diets are designed to meet physiological needs, supporting tissue integrity, enzyme functions, immune competency, and overall performance. These levels ensure that essential trace minerals are absorbed across the intestinal wall to fulfil the bird's physiological and metabolic requirements. In contrast, feeding copper at higher levels, such as 125-250 ppm, significantly exceeds these basic requirements. This elevated supplementation creates a beneficial environment in the distal part of the intestinal tract, enhancing feed efficiency, growth rates, and gut health. By surpassing standard nutritional

levels, high copper use improves bird's performance and gut integrity through better nutrient utilization and a more robust defence against pathogens as shown in Fig. 2 and 3.

However, incorporating high copper levels into poultry diets requires careful management to avoid potential negative interactions with other minerals and vitamins. Excessive copper can disrupt the balance of essential minerals like iron and zinc, impair the retention of vitamins A, E, K, and B1, and reduce phytase efficacy, which may affect overall feed stability. To mitigate these issues, it is important to use the appropriate form of copper. While copper sulfate can lead to these adverse interactions, IntelliBond Cu from Trouw Nutrition offers a solution by minimizing such effects.

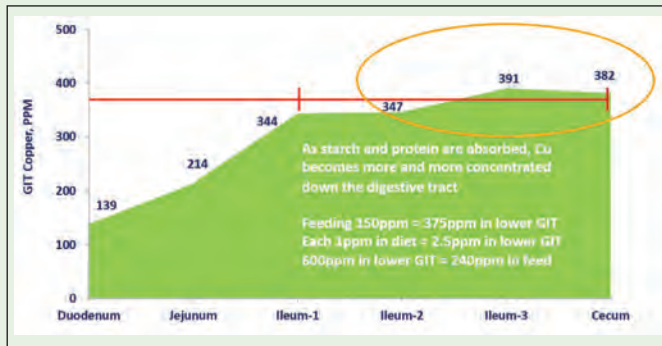


Fig. 2. Gut Cu when feeding 150 ppm IntelliBond Cu (Klasing et al., 2012)

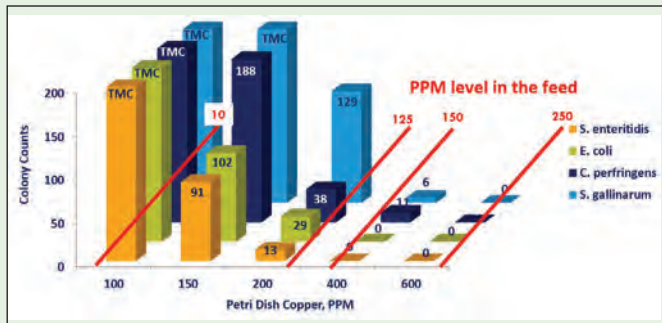


Fig. 3. Feeding Higher Cu PPMs as a Microbial Growth Inhibitor. (Klasing et al., 2012)

*TMC - Too many colonies to count

In another study conducted at UCDAVIS University of California, the impact of high copper on ileal microbial content was evaluated 4 hours after inoculation. The results demonstrated that IntelliBond Cu from Trouw Nutrition significantly reduced *E. coli* and *C. perfringens* counts compared to copper sulfate, as illustrated in the table 1

Copper source	<i>E. coli</i>	<i>C. perfringens</i>
0 added Cu	1.0 ^a	1.0 ^a
CuSO ₄	0.47 ^b	0.88 ^b
IntelliBond C	0.31 ^c	0.78 ^c
SEM	0.02	0.03
ANOVA P value	0.001	0.017

*Bacteria collected from upper ileum of broilers fed 150 ppm of different Cu sources for 14 days. The data are expressed in units of DNA, normalized to 0 ppm added copper.

Table 1: The impact of high copper on ileal microbial content

Recent in-vivo trials with broiler birds have shown that higher inclusion levels of IntelliBond Cu improve body weight and feed intake. In contrast, these performance indicators (body weight and feed intake) are negatively affected when copper sulfate is added at higher levels. Several feeding trials with IntelliBond Cu have shown that, when fed at the appropriate levels, it can mitigate the challenge of necrotic enteritis in birds.

In addition to this, hydroxy forms of Copper, Zinc and Manganese (IntelliBond Cu, Zn, Mn), when coupled with chelated forms of trace minerals, can enhance feed quality, feed efficiency, and the bioavailability of trace minerals. IntelliBond, from Trouw Nutrition, is the first line of hydroxy trace minerals for use in animal feeds that effectively meets the nutritional requirements of trace minerals and subsequently enhancing the growth and productive performance of birds.

The low solubility of IntelliBond at neutral pH results in less interaction in the feed/premix and the upper gastrointestinal tract. This means more metal is available for use by the animal where it is needed most. Further, low solubility at a higher pH avoids negative interactions in the upper digestive tract. IntelliBond is more soluble in a low pH environment and allows for a slower, more stable release throughout the gastrointestinal tract. Solubility of different forms of copper at different pH as illustrated in Fig. 4.

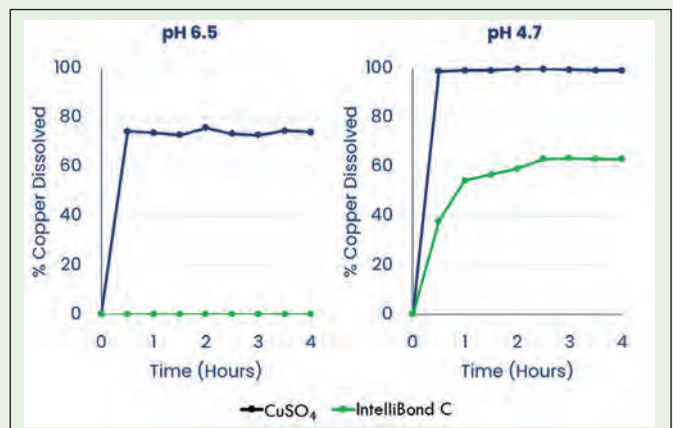



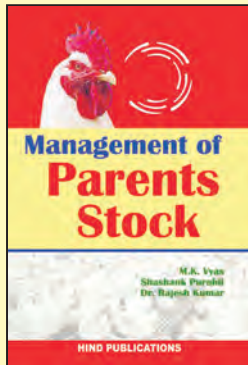
Fig. 4. Copper Solubility at a Different pH

Exclusive OptiSize® particle technology creates uniform particles, making IntelliBond non-hygroscopic, non-reactive and essentially dust free. OptiSize™ technology improves handling, precision and uniformity in feed.

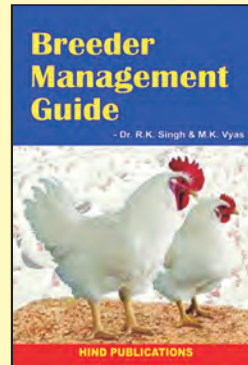
Conclusion

Incorporating high copper levels into poultry diets offers both bacteriostatic and bactericidal effects, effectively limiting the growth of various pathogenic bacteria, including Gram-positive species such as Clostridium spp. and Gram-negative strains like E. coli and Salmonella spp. High copper levels present a promising alternative to antibiotics in antibiotic-free rearing practices. When administered in the appropriate form and dosage, copper reduces pathogenic bacteria, conserves nutrients, and enhances bird performance. IntelliBond from Trow Nutrition has consistently demonstrated these benefits through extensive in-vitro, in-vivo, and commercial trials. The IntelliBond technology, utilizing Hydroxy Copper as its copper source, represents the latest advancement in trace mineral nutrition, significantly improving poultry operation efficiency while meeting sustainability standards. 

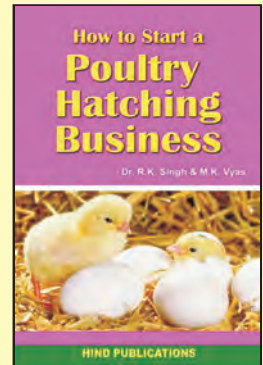
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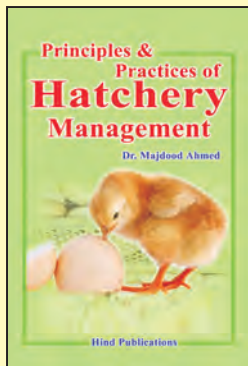
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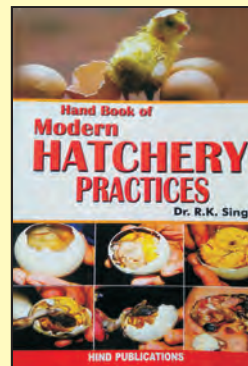
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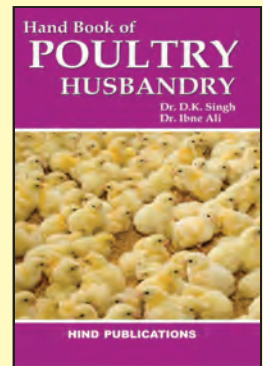
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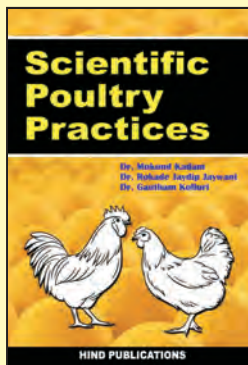
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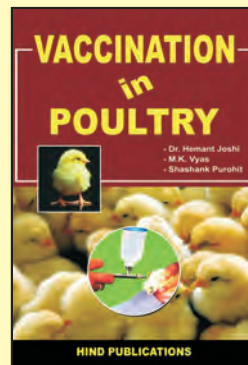
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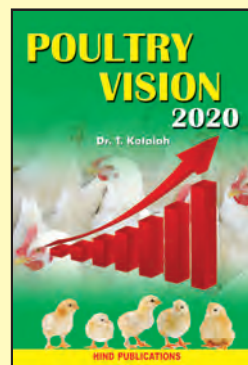
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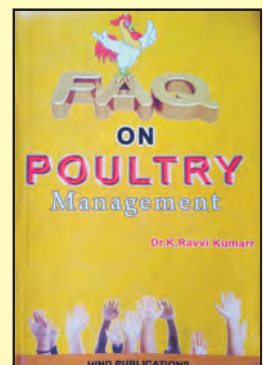
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Lohmann Breeders Introduces New Leadership as JörgHeier and Jurek Grapentin will take over the Control of Operational Management and Expansion of International Markets Respectively

Lohmann Breeders GmbH introduces new management: Effective immediately, JörgHeier and Jurek Grapentin will take over the leadership of the company. The responsibility is now once again divided between two managing directors, each overseeing different areas of the business.



Jurek Grapentin



Jörg Heier


Experienced Leadership for Operational Management

JörgHeier (51), who has been part of LOHMANN BREEDERS for over 11 years, will once again assume the role of Managing Director of Operations after a year of sole leadership. In this role, he will focus on operational management, including administration as well as the entire production and supply chain. JörgHeier brings over 25 years of experience in the agricultural industry and previously served as Director of Global Production at LOHMANN for eight years before transitioning to management in 2021.

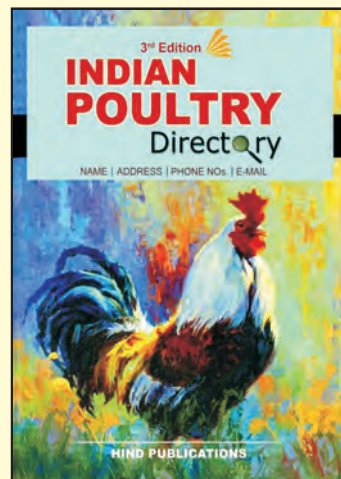
Expansion of International Markets

As of September 1, 2024, Jurek Grapentin (42) has taken on the position of Commercial Managing Director. He will be responsible for the company's commercial management, including sales, technical service, marketing, as well as PR and communication activities. Jurek Grapentin has over 10 years of experience in international sales and management. In his previous career, he served as Sales Manager for the DACH region and Scandinavia, as well as Regional Director for Southeast Asia and the Pacific. During this time, he successfully established five subsidiaries and led teams in sales, administration, marketing, and technical support. Additionally, he brings extensive experience as a sales and administrative manager. With his expertise and international experience in sales and marketing, Jurek Grapentin will significantly contribute to the further development and success of our company.

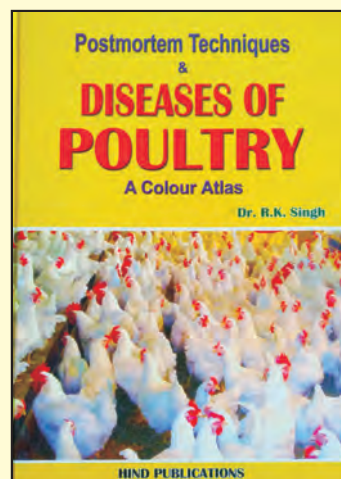
Strategic Direction for the Future

This realignment at LOHMANN BREEDERS represents an essential step to meet the growing and changing market demands. With two specialized managing directors, each bringing their expertise in specific areas, LOHMANN BREEDERS will further on develop innovative solutions and ideas. The new leadership will strengthen the company's two core areas: top-quality breeding animals that fully realize their genetic performance potential, and an efficient production and supply chain, complemented by outstanding customer service and after-sales support. LOHMANN BREEDERS is thus well-prepared for future challenges. 

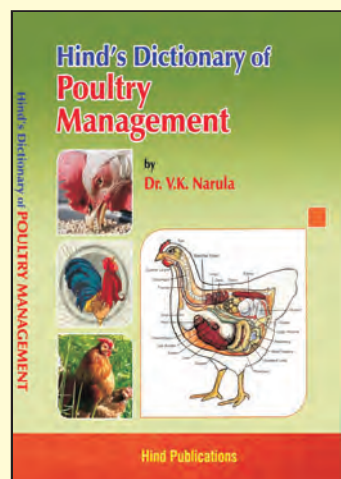
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


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*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.



Bigger Than Ever Philippines Poultry Show & ILDEX Philippines 2024 Concludes with Thumping Success

The much-anticipated Philippines Poultry Show & ILDEX Philippines 2024 concluded at the SMX Convention Center Manila, marking a significant milestone in the livestock and poultry industry. The event commenced with a traditional prayer and the national anthem, bringing together key industry leaders, policymakers, and stakeholders to celebrate the vibrant and growing sector in the Philippines.

The opening ceremony, held at the main stage, witnessed a warm welcome by Mr. Jose Gerardo Feliciano, Exhibit Chairman of the Philippine Poultry Show 2024. In his speech, Mr. Feliciano emphasized the importance of the poultry industry to the nation's economy and food security, highlighting the event as a vital platform for knowledge exchange and business networking.

Mr. Jeroen van Hooff, CEO of Royal Jaarbeurs, delivered the welcome message for ILDEX Philippines



2024. "ILDEX Philippines is a cornerstone event in the VIV worldwide calendar, essential for advancing the livestock business both in Asia and globally. With the livestock market expected to grow by 5.6% globally and 7.3% in Asia over the next five years, the Philippines' strategic location and growing economy position it as a key player in the regional livestock industry. This trade fair serves as a perfect platform to connect producers with buyers and foster sustainable growth, leveraging our extensive VIV worldwide network." – He said.

Atty. Elias Jose M. Inciong, Chairman of the United Broiler Raisers Association, introduced the first keynote speaker, Secretary Francisco Tiu Laurel Jr. of the Department of Agriculture. Secretary Laurel delivered a compelling message of support, highlighting the government's commitment to strengthening the poultry and livestock sector, addressing challenges, and fostering sustainable growth.



“ILDEX Philippines is a vital platform for fostering trade and collaboration, attracting over 200 international and local companies and showcasing the latest innovations. The active participation of Thai companies highlights our mission to strengthen economic ties between Thailand and the Philippines, promoting mutual growth. This trade show plays a crucial role in driving economic success and building a future of shared prosperity for both nations.” H.E. TullTraisorat Ambassador The Royal Thai Embassy, Manila said.

The second keynote speaker, Senator Cynthia Villar, Chairman of the Senate Committee on Agriculture and Food, was introduced by Mr. Gregorio A. San Diego Jr., Over-all Chairman of the Philippine Poultry Show 2024. Senator Villar’s address focused on legislative efforts to boost the industry’s competitiveness, enhance local production, and ensure the welfare of farmers and producers.

The opening ceremony concluded with a symbolic ribbon-cutting and a group photo, signifying the official launch of the exhibition. Distinguished guests, including industry leaders and government officials, were then guided on a VIP tour of the exhibition hall, exploring the latest innovations, products, and services on display.

The second edition of the Philippines Poultry Show & ILDEX Philippines, 2024 will span across four halls, covering a total of 6,000 square meters of exhibiting space—an impressive 30% increase from the previous edition. This expansion reflects the growing trust and confidence that global and local businesses have in the Philippine market, solidifying its status as a key hub for the livestock and aquaculture industries in Asia.

The event will feature over 200 brands, including 100+ international brands such as Alltech (USA), Aviagen (USA), BoehringerIngelheim (Germany), Big Dutchman (Germany), and CP Foods (Thailand). These industry giants will showcase their latest products, technologies, and innovations that are shaping the future of poultry and livestock production. Local brands are equally well-represented, with 100+ exhibitors, including top names like UNAHCO, Pilmico, Bounty, and Pure Bio Science. These companies are leaders in the Philippine market and are set to offer tailored solutions that address the specific needs of local producers. Running until 30 August 2024, the Philippines Poultry Show & ILDEX Philippines 2024 offered a

HIND POULTRY & PDF News Point at ILDEX Philippines 2024




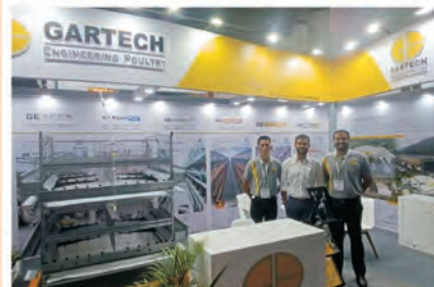
comprehensive program of seminars, workshops, and networking opportunities, making it a must-attend event for professionals in the poultry and livestock industries. This event provided a valuable opportunity to scale up poultry and livestock businesses at an international trade fair towards the end of the year.

ABOUT VNU ASIA PACIFIC

As part of VNU Group, a globally operating exhibition company with offices in Utrecht, Shanghai, Bangkok, VNU Asia Pacific consolidates the international exhibition business of Royal Jaarbeurs. In Southeast Asia, Jaarbeurs formed a Joint-venture with TCC Group and from its business hub located in Bangkok, VNU Asia Pacific covers all key exhibition markets in South East Asia, in particular Thailand, Vietnam, Indonesia and the Philippines. VNU Asia Pacific has a constantly expanding portfolio with 20 event formats including brands in the Agriculture Technology, Livestock-Aquaculture, Animal Husbandry, Pet, Food, Life Sciences and Biotechnology, Health Technology and Cybersecurity industries. 



Thanks to all the participants who spent their time here contributing to the success of Philippine Poultry Show & ILDEX Philippines 2024. HIND POULTRY & PDF News Point truly appreciates each and every one of you who helped make this event for us such a great experience with your visits at our booth and interest in our wide range of publications on poultry and livestock and also our widely circulated magazines on poultry and livestock. It's been an amazing few days and we couldn't have done it without all of you!" To sum up the show welcomed over 7,000 trade visitors and a remarkable 30% increase in exhibitors from 2023. This edition of ILDEX Philippines 2024 has also seen number of Indian exhibitors. 



SS Agrowtech a pioneering company in poultry equipment since 1992 now diversifies its operations into medicine field



The Broiler is a game of 35 days. If a farmer doesn't concentrate on one day he is losing 3% of his batch's productivity, performance and profits.

The medicine required for the batch is given in regular intervals. When one is administered by the farmer the other is missing, Electrolytes given liver tonic missing, Calcium is given growth promoter missing, Each other medicine has its own dosage and manufacturing dates. To compile everything together SS Agrowtech a pioneering company in poultry equipment since 1992 now diversifies its operations into medicine field. Innovative and creative design is their default approach SS Agrowtech has developed since its inception now comes out with a new approach to poultry production management.

Agrow plus is now available in one litre package with 12 litres in one case is being marketed all India. We wish SS Agrowtech a successful journey ahead in this new business venture guaranteeing the farmers of a unique combo product Agrow Plus. Like your mobile which has calls messages WhatsApp Facebook Instagram twitter e Mail calculator clock

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SS Agrowtech, Namakkal organised a Technical Seminar on Fly Management



SS Agrowtech, Namakkal organised a Technical Seminar on Fly Management SS AGROW TECH Namakkal who had been in the industry since 1992 organized a technical seminar on the problems and solutions of flies in the poultry farm at hotel Nala on 6th August 2024. About 20 fly related companies from different parts of India took part in the seminar. The farmers who attended the seminar had gained wide knowledge in tackling the menace of flies from the companies who have demonstrated through their technical know-how. An excellent presentation by Dr Ponnudurai, M.V.Sc., Ph.D, Head of the department of Parasitology in VCRI, Namakkal, has attracted the gathering. A good junk of farmers attended the seminar from different parts of Tamil Nadu, Kerala, Telangana, Karnataka and Andhra Pradesh. The seminar was ended with a satisfactory note. 🏠

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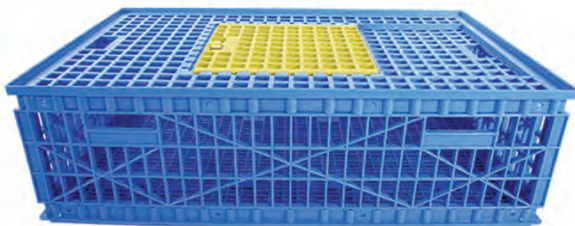
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Speaker's Felicitation



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Mr. Stefaan Bekaert



Dr. Devender Hooda



Dr. Jayaraman Krishnarajan



Dr. Monita Vereecken





After two days of inspiring discussions, the RESCOM Conference concluded successfully with closing remarks from Mr. O. P. Singh. His final address emphasized the viability of the poultry industry driven by veterinarians, who are the true protagonists of the sector. He highlighted the crucial role veterinarians play as stalwarts of change and adaptation, assessing newer technological solutions. Veterinarians are integral to innovation, expertise, and collaboration. The event concluded on a high note with a successful closing ceremony, followed by a certificate distribution as a token of appreciation for the participants.

The Huvepharma® team was thrilled to host the RESCOM 2024 Conference, an event dedicated to veterinary professionals from the poultry industry. It was a privilege to have such distinguished technocrats in attendance. The Huvepharma® team extends heartfelt thanks to all attendees for their enthusiastic participation, which made this event a resounding success.



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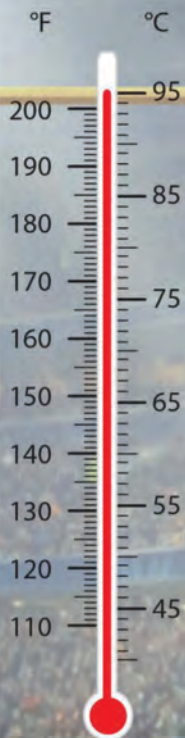


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Mycoplasma: a never ending story in commercial poultry production

WOUTER DEPONDT, HUVEPHARMA, BULGARIA

Mycoplasma spp., identified up to now, (*M. gallisepticum*, *M. synoviae*, *M. iowae*) have been negatively affecting commercial poultry production for many years. The poultry industry and scientific community have made great strides in increasing the knowledge of the biology of these bacteria since they were first identified, but much is still to be revealed.

Mycoplasmas are small bacteria that lack a cell wall and certain metabolic pathways, both important targets for antibiotics. This is important to remember when choosing an antibiotic for control or treatment. Mycoplasmas were often considered to have a limited survival time outside the host.

However, some recent data show that animal mycoplasma species can survive for variable time periods outside the host, depending on the species, moisture, pH, presence of organic material and temperature. Some species have been shown to survive for 50-150 days at 4 °C in liquid media and from 7-14 days under dry conditions at 30 °C. Recently *M. synoviae* was shown to survive for nine days on synthetic materials.

The presence of persistently infected populations (backyard and wild birds) ensures that the biosecurity of surrounding flocks is continually challenged. These are important reasons why mycoplasma is still a major problem in the poultry industry. Secondly, antigenic variation and intracellular location of *Mycoplasma* spp. help the pathogen to evade the immunity system, leading to chronic infected animals and the fact that vaccines can only help, in the best case scenario, to reduce production losses and clinical symptoms.

The current approaches to control avian mycoplasma include continuous surveillance and quarantine measures, medication, vaccination and/or elimination of infected breeding flocks. To maintain mycoplasma-free flocks it is important to use only negative replacements, use single age farms (isolated if possible), depopulate and disinfect between flocks, maintain good biosecurity and set up a monitoring program.

Elimination of a positive breeder flock is the surest way to eliminate the shed of *M. gallisepticum* or *synoviae*, but this is not always feasible. Positive flocks should be isolated as much as possible; the eggs and chicks should also be segregated. Once a flock is infected or vaccines are unable to control mycoplasma, antibiotics are still required.

Pathogen	Number of Isolates	MIC 50	MIC 90	Ti titre	
Mycoplasma gallisepticum	Tiamulin	20	0.001	0.025	0.0005-0.25
	Tylosin	7	0.015	0.015	0.0078->0.015
	Tilmicosin	5	0.12	0.12	0.12
Mycoplasma synoviae	Tiamulin	28	0.1	0.25	0.05-0.5
	Tylosin	10	0.015	0.12	0.15->0.5
	Tilmicosin	17	0.03	0.125	0.015->0.125

Table 1. Antibiotic susceptibility surveys showing limited resistance to *M. gallisepticum* and *synoviae* for tylosin (Pharmasin), tilmicosin (Tilmovet) and tiamulin (Vetmulin).

The clinical outcome of this antibiotic treatment depends on three crucial steps in the decision process of the veterinary surgeon: Selecting the correct antimicrobial, considering: Known or suspected antimicrobial susceptibility of the pathogen.

Ability of the antimicrobial to sufficiently reach the site of infection.

- Other features.
- Correct dosing and administration.
- Product choice, with a bioavailable/potent active compound and an appropriate formulation.

Selecting the correct antimicrobial

The susceptibility of a pathogen can be based upon susceptibility testing, which is, unfortunately, rather complicated and time demanding for *Mycoplasma* spp. For this reason, the clinical experience of the veterinarian, farm history and antibiotic susceptibility surveys (Table. 1) are also of importance.

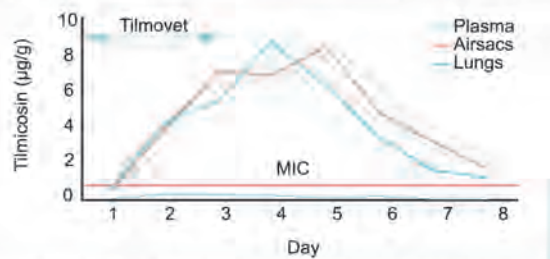


Fig. 1. Pharmacokinetic behaviour of Tilmovet 250mg/ml after three days of treatment (day 1, day 2 and day 3) at 15mg/kg bodyweight. Levels in lung and airsacs stay above MIC 0 for at least eight days.

In addition to the susceptibility outcome, the antibiotic needs to reach sufficient concentrations in the respiratory tract and preferably also be present intracellularly (as mycoplasmas are located intracellularly). Pharmasin (tylosin), Tilmovet (tilmicosin) and Vetmulin (tiamulin) not only deliver high concentrations in the respiratory tract (Fig. 1), but also show beneficial intracellular/extracellular ratios of up to 75.

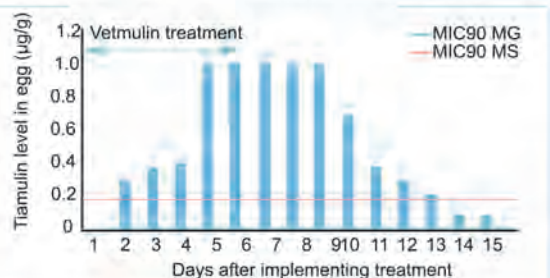


Fig. 2. Concentration of tiamulin (Vetmulin) in the egg, during and after treatment.

Other features are also of importance when choosing the right antimicrobial to treat and control mycoplasma. Some products are better suitable for layers (Pharmasin), whilst others are more suited for breeders (Vetmulin) or for start-up (Tilmovet). Pharmasin, for example, does not have any negative effect on water intake, is very safe and with no known incompatibilities. Moreover, Pharmasin has a zero

withdrawal time for eggs in the EU, which makes the product ideal for the control and treatment of *Mycoplasma* spp. in layers. Vetmulin has a very unique feature: it ensures that concentrations in the eggs remain above the MIC90 for both *M. gallisepticum* and *M. synoviae* for several days, which is the reason why excellent results are achieved to control vertical transmission in breeder stocks in the field. The slow elimination phase of Tilmovet (Fig. 1) results in prolonged continuous tissue concentrations, making it less dependent on variable feed and water intake. Some antibiotics are known to have a negative influence on the immunity build-up, possibly interfering with vaccination response. On the contrary, the macrolides and specifically Tilmovet, have been shown to have a positive effect, making the product ideal for start-up and for pullets.

Correct dosing and administration

After choosing the ideal antibiotic based upon susceptibility, pharmacokinetic behaviour and additional features, a correct administration is features, a correct administration is also of critical importance. Dosing should be done in grams per kilogram live body weight, independently of the application form. By doing so, misdosing will be avoided by taking into account the changing ratio of body weight/water; or feed intake, which is especially important in fast growing birds, such as broilers. Correct dosing in mg/kg body weight can easily be achieved with the Huvepharma Dose Calculator, freely available for iPhone and Android mobile devices.

In addition to the dosage per kg body weight, the dosage regimen is also of importance. A daily dose can be administered in different ways, either continuously or as a pulse. For time-dependent antimicrobials, such as Pharmasin (tylosin), Tilmovet (tilmicosin) and Vetmulin (tiamulin), the efficacy is determined by the period during which the bacteria are exposed to the antimicrobial at a concentration just above the MIC ($T > MIC$).

The most important parameter is the time period in which the concentration is higher than the MIC ($T > MIC$) at the site of infection. For this reason, the highest efficacy can be expected if these antimicrobials are administered continuously over 24 hours, for a sufficiently long period.

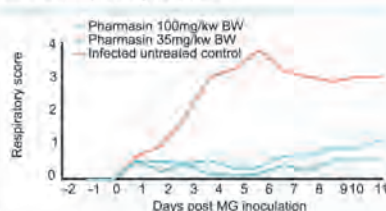


Fig. 4. Mean respiratory score of *M. gallisepticum* challenge study with different dose levels of Pharmasin.

Concentration dependent	Apramycin, Paromomycin, Polymyxines	Maximise concentrations	C max/MIC
Time dependent	Tylosin, Tilmicosin, Tiamulin, Penicillins, Cephalosporins	Maximise duration of exposure	$T > MIC$
Mixed properties	Doxycycline, Quinolones, Florfenicol	Maximise amount of drug	24h-AUC/MIC

Table 2. Classification of antibiotics based upon their ideal dosing regimen.

The most important parameter is the time period in which the concentration is higher than the MIC ($T > MIC$) at the site of infection. For this reason, the highest efficacy can be expected if these antimicrobials are administered continuously over 24 hours, for a sufficiently long period. For concentration-dependent antibiotics, for example apramycin, a high concentration (C_{max}) several times higher than the MIC of the targeted pathogen at the site of infection, will result in a faster and better response. For these antimicrobials, the most important parameter is the C_{max}/MIC .

Consequently, a pulse medication will work better for these types of antimicrobials. Mycoplasma efficacy studies with Pharmasin, Vetmulin and Tilmovet indicate that therapeutic levels for a minimum of five days are appropriate. For this reason, a minimum treatment period of five days is recommended for Pharmasin and Vetmulin and of three days for Tilmovet. Depending on the risk of exposure, the treatment can be repeated every four weeks (low risk) up to every two weeks (high risk, like multi-age farms).

Product choice

The formulation of the veterinary product will also influence the clinical outcome of an antimicrobial treatment. Stability, solubility and bioavailability of the active compound can be optimised by the choice of a correct product (brand). The absorption and distribution rate of a product in the body has a direct and critical impact on the clinical outcome of the treatment.

Often, veterinary products containing the same amount of active substance are considered as equivalent. However, the behaviour of a pharmaceutical product depends on several product features such as:

- Quality of the active (crystal form and size, impurities, presence of undesired substances such as heavy metals).
- Choice and quality of the salt (for example: tartrate, phosphate or hyclate).
- Formulation: used excipients and type of formulation (simple mixture, carrier or granulated).

In vivo studies, although time consuming and expensive, can confirm the efficacy of the products at different dosing regimens after challenge with the pathogen.

Results from these trials allow for a more cost-efficient, more efficacious and more sustainable use of products, which is especially important when justifying antimicrobial therapy. The efficacy of Pharmasin to control mycoplasma was tested at different dosing levels (Fig. 4). Broilers ($n=45$) were kept in isolators and challenged with a *M. gallisepticum* isolate (Italy, 2012, MIC value $< 0.015 \mu g/ml$).

The treated groups were given 35 and 100mg tylosin/kg body weight respectively for five days, starting one day post-challenge. The control group was infected but did not receive treatment. Monitored parameters were, amongst others, clinical scoring of respiratory disease, macroscopic scoring of the respiratory tract, weight gain, mortality and *M. gallisepticum* recovery from trachea, airsacs and lungs.

Both dosing levels were efficacious in protecting against the detrimental consequences of *M. gallisepticum* infection as indicated by the difference with the infected untreated control group. Despite fine-tuning of management, vaccination schemes, feeding, housing and biosecurity, animals can still become diseased. This is why antibiotics are, and will stay, essential for protecting animal health and welfare as well as the safe production of food of animal origin. However, a responsible and wise use of medicines is mandatory to safeguard the use of veterinary medicines in the long term. This means targeting the pathogen with the right product and administering it correctly.

One such major pathogen is mycoplasma, for which Huvepharma can offer the right tools and the right advice based upon extensive field experience and product specific efficacy trials.

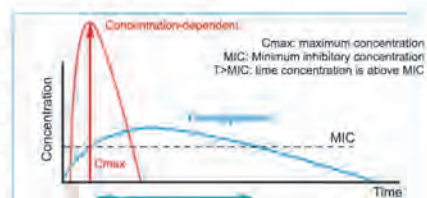



Fig. 3. Two types of antibiotics with an ideal pharmacokinetic profile in regards to efficacy.

To know more, please contact Huvepharma technical team



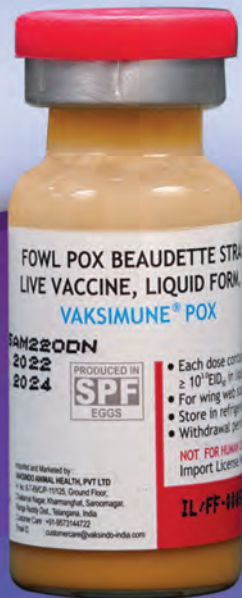
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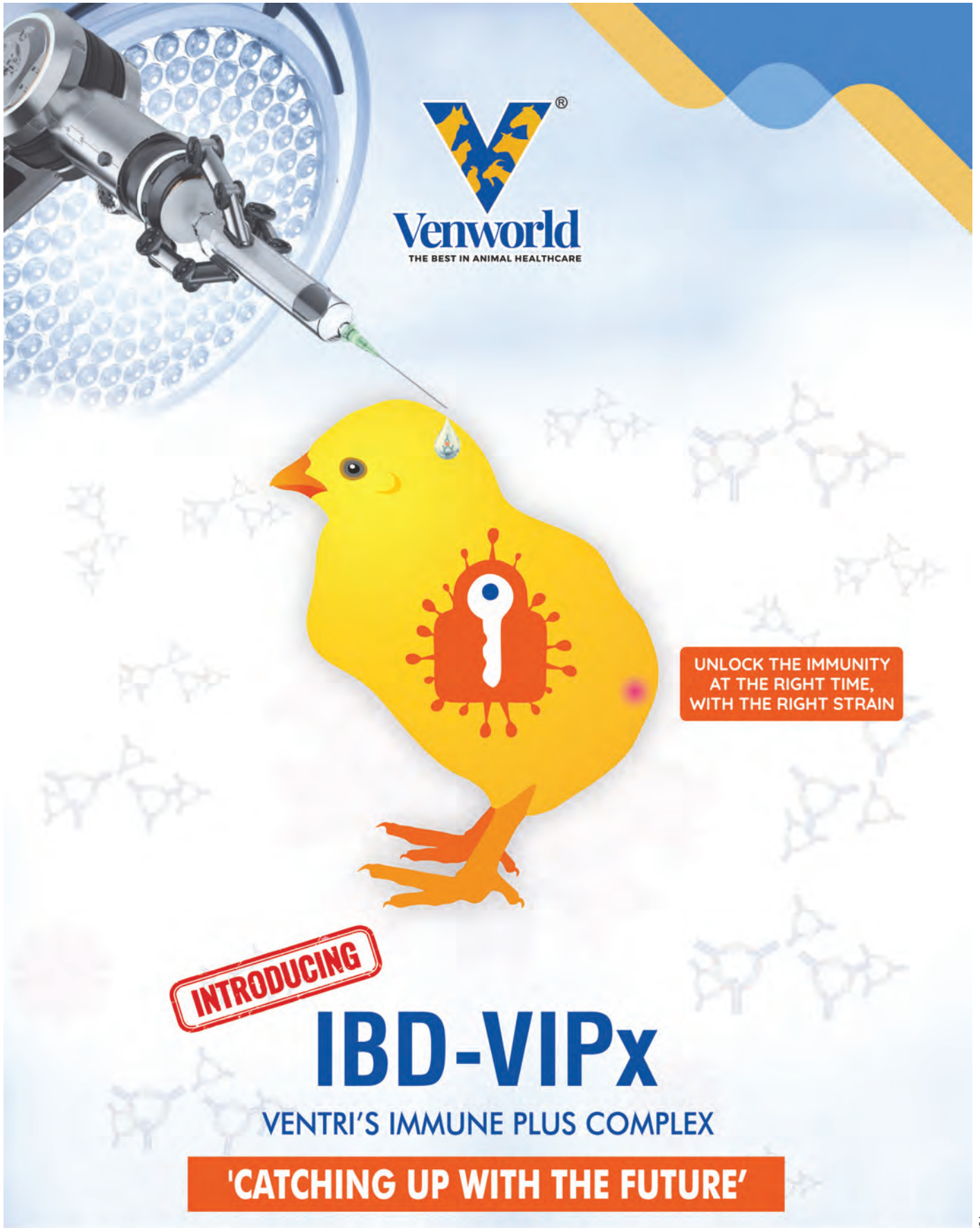
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