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Vol. XXIII December 2024 No. 6



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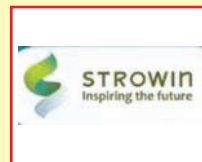
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27th Dec, 2024

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# Promois International A Global Leader with Strongest Research and Development facility is Working for Advancement of Nutritional Supplements

## Promois International A Global Leader

Promois International has been a global leader as a poultry feed company for the last 20 years in providing high-quality chemicals. With their own subsidiaries and joint ventures, they employ thousands of people worldwide. Promois is leading the way in helping poultry feed millers improve their feed formulation and manufacture a range of Halal poultry ingredients, including amino acids like Lysine, Tryptophan, Threonine, Glutamine, Leucine, Arginine, Valine.

## Promois International- Top Poultry Feed Supplements Manufacturer

Promois is one of the top feed supplements manufacturers to enhance the overall nutritional value of poultry feed like Choline Chloride, Toxin Binder, Chlortetracycline (CTC), Enzymes, Acidifiers, etc. With all essential vitamins for poultry (Vitamin-A, Vitamin-D, Vitamin-AD2, Vitamin-AD3, Vitamin-E), Promois expanded its product line to include antibiotics like Azithromycin, Virginiamycin, Tylosin Phosphate, Tiamulin Hydrogen Fumarate, and others. These antibiotics help prevent and treat bacterial infections in poultry.

## Promois International- Strongest

## Research and Development facility

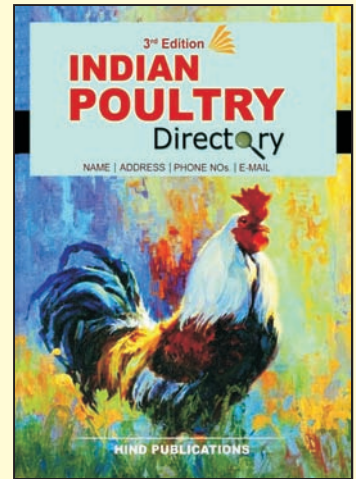
With a strong R & D provisions Promois International is enhancing the value and reducing poultry feed price per kg. The company is contributing to growth and overall health of the

livestock. Promois International with its strong R&D collaborates with international pharmaceutical and poultry feed companies in India to provide clinical research services. The company has contributed to the production of many antibodies and other quality molecules in the pharmaceutical value chain and also helped to develop the new product in series with a poultry feed supplement and an animal feed supplement.

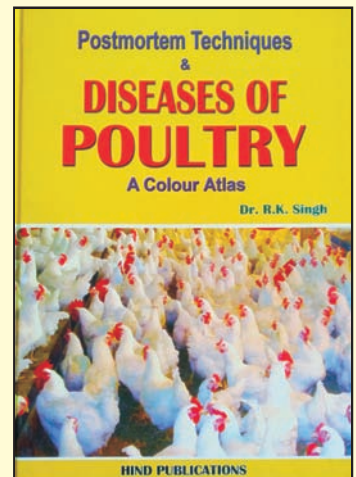
## Promois International- Working for Advancement of Nutritional Supplements

The goal of Promois is to make advancements in the production of nutritional supplements as poultry feed supplement suppliers. Promois is continuously progressing with deep research and development. With animal feed supplements, we look forward to making animal feed and poultry farming a promising future and offering quality solutions affordable so users can find poultry feed wholesale price the lowest.

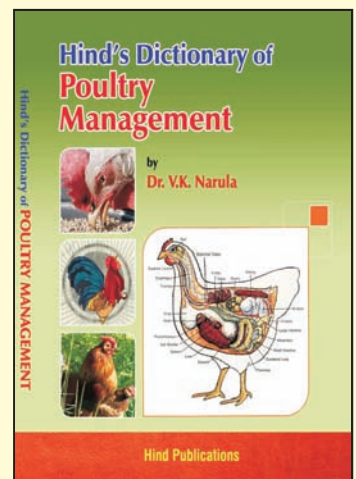
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## Poultry Federation of India Team Participates in Poultry India 2024 Exhibition Hyderabad

Poultry India 2024 Expo, held at the HITEX Exhibition Complex, Hyderabad, from November 27-29, 2024, showcased the theme “Let’s Shape the Future of Poultry Farming Together.” The event attracted over 40,000 trade visitors, including a significant number of poultry farmers, who explored the latest innovations in the industry. Exhibitors presented advanced feed solutions, automation technologies, and modern poultry management systems, accompanied by live demonstrations that provided practical insights for enhancing farm operations. Numerous new product launches highlighted the industry’s unwavering commitment to sustainability and operational efficiency. Farmers engaged directly with exhibitors and industry experts to discuss challenges and identify tailored solutions for their specific needs.



Expo. Mr. Jagdish, PFI Office Manager, actively engaged visitors at the PFI booth throughout the three days, providing updates on PFI's initiatives. The PFI leadership team, comprising Mr. Ranpal (Bittu) Dhanda, President; Mr. Sanjeev Gupta, Vice President (HQ); Mr. Ravinder Sandhu, Secretary and Mr. Ricky Thaper, Treasurer, besides most of other PFI Executive Committee Members interacted with exhibitors and industry stalwarts. They also extended invitations for PFI's 35th Annual General Meeting, scheduled to be held at Hotel Leela Ambience, Gurgaon, from December 27-29, 2024.

Poultry India 2024 reaffirmed its position as a premier platform for discovering cutting-edge technologies, networking with industry leaders, and engaging in discussions about the future of poultry farming and agriculture. Attendees lauded the event's well-organized arrangements, while delegates expressed satisfaction with the meaningful connections and opportunities the exhibition offered. The PFI team congratulates Mr. Uday Singh Bayas, the young and dynamic President of IPEMA, Poultry India Stalwarts Mr. Anil Dhumal, Mr. Harish Garware, Mr. Chakradhar Rao and other IPEMA Executive Members for the grand success of Poultry India 2024. The expo continues to be recognized as one of the largest and most impactful poultry exhibitions in South Asia and Southeast Asia, fostering innovation and growth within the industry. 



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- ▶ **Descalant-Vet DS** is also highly effective in cleaning nipples, pipeline & A.I. Tips.

For Further details please contact: **Dr. Naresh Gupta, Saurabh Gupta**

**C**  
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# Venkateshwara B. V Biocorp Pvt. Ltd. organized Layer Farmer meetings on “Optimizing Layer Nutrition” at Shirdi and Nanaj, Maharashtra



**Venkateshwara B. V Biocorp Pvt. Ltd** organized layer farmer meetings on optimizing layer nutrition on 21st & 22nd Nov. 2024 at Shirdi and Nanaj, Dist. Ahilyanagar, Maharashtra. These meetings were attended by 160 layer farmers. The main topic was about early chick nutrition and gut health management to optimize the egg production. It provided meaningful information about current and future challenges in layer production and management to all farmers.

The session was started by Mr. Ram Ghate - AGM, West India with warm welcome to all layer farmers.


The technical session started with "Early Chick Nutrition and Gut Health Management". The keynote speaker Dr. Sunil S. Nadgauda, DGM-Technical and Nutrition Venkateshwara B. V Biocorp Pvt. Ltd, discussed about how critical is the early chick nutrition for developing gut health and strategies to

develop the digestive system in early life. He explained that development of early gut microflora is very important for chicks as the digestive tract is practically sterile environment at the time of hatching. The microflora in the gastro



intestinal tract grows slowly after hatching. Also, he discussed about pullet and layer nutrition useful for improving performance with optimizing the cost. Laying hens' productivity has changed dramatically over the last few years. The modern-day laying hen can produce 500 eggs in 100 weeks with improved feed efficiency. Preparation of good laying hen is of prime importance and needs to be considered from the chick's stage. We can produce a good laying hen by producing a good pullet. It is very difficult to produce a good laying hen out of a poor pullet.

Another important topic was "Eggxtra 5% layer composite premixes for quality feed production". Dr. Sunil Jadhav, Manager-Technical, Venkateshwara B. V Biocorp Pvt. Ltd, discussed about the practical difficulties while preparing well balanced composite premixes at feed

mill level and one stop solutions for that. He further explained that uniform homogenous mixing and dispersion of different macro and micro ingredients are very critical for quality feed production. This technical seminar was very insightful for all layer farmers. 




## IMMEUREKA announced XPEL ADDA & PERFORZA ADDA during Poultry India Exhibition

IMMEUREKA was delighted to announce the much-anticipated XPEL ADDA, an engaging event tailored for professionals, enthusiasts, and stakeholders from the poultry industry. This event was held on November 27, 2024, at 3:00 PM, at Hall No. 5, Stall No. Y78A, as part of the 16th Poultry India Exhibition at the Hitex Exhibition Centre, Hyderabad. The XPEL ADDA promised to be a platform for sharing insights, discussing innovative trends, and fostering meaningful interactions among industry leaders. With a focus on promoting growth and collaboration, attendees looked forward in the dynamic session curated to inspire and connect. All



industry members were invited to join for an insightful and interactive session at XPEL ADDA.

IMMEUREKA also hosted PERFORZA ADDA, a flagship event


designed to bring together the professionals and thought leaders in the poultry sector. The PERFORZA ADDA aimed to provide a vibrant platform for sharing expertise, exploring cutting-edge developments, and building meaningful connections within the poultry industry. It was a must-attend event for those looking to innovate and collaborate in this evolving field. All industry members were invited to join for an insightful and interactive session at PERFORZA ADDA. 



## An emergency meeting of the executives of the NECC at Namakkal

An emergency meeting of the executives of the National Egg Coordination Committee was held at the Namakkal Regional Office of the National Egg Coordination Committee today, 08.12.2024 at 11 am under the chairmanship of Mr. K. Singaraj, Namakkal Regional Chairman. The Namakkal Regional Executives of the National Egg Coordination Committee, members of the seven regional committees under the Namakkal Region, members of the Central Executive Committee of the National Egg Coordination Committee on behalf of the Namakkal Region, members of the Egg Pricing Advisory Committee under the Namakkal Region of the National Egg Coordination Committee and egg traders participated in this.

In the meeting, the members expressed concern that despite the good sale of eggs, the difference between the farm purchase price recommended by NECC and the price purchased by traders from the farmers was high. The resolutions were unanimously passed with the consent of all the members.

Mr. K. Singaraj, Namakkal Zonal Chairman of the National Egg Coordinating Committee, appealed to the farmers to give their full cooperation to the above decisions and help this industry grow further. 



## Srinivasa Farms Makes an Indelible Mark at the Poultry India Expo 2024

**S**rinivasa Farms, one of India's leading integrated poultry companies, showcased its commitment to innovation, sustainability, and customer engagement at the Poultry India Expo 2024, held from 27th to 29th November 2024 at the HITEX Exhibition Center, Hyderabad.

The event, recognized as one of the largest platforms for the poultry industry in South Asia, brought together farmers, industry leaders, consultants and technology innovators from across the country. Srinivasa Farms' participation highlighted its comprehensive range of solutions across the Layer, Broiler, Feed, Soya, and Commercial Egg segments.

### A Hub of Innovation and Engagement

The Srinivasa Farms stall was a hub of activity, attracting a diverse audience from across the country evincing a keen interest to learn about the company's latest advancements in poultry farming from hatching and breeding to commercial sales. With interactive displays, live product demonstrations, and technical consultations, the team provided valuable insights to both seasoned farmers and new entrants.

Speaking at the event, Mr.Suresh Chitturi, Managing Director of Srinivasa Farms, said,

The Poultry India Expo 2024 has been an exceptional opportunity for us to engage with all stakeholders, understand emerging trends, and showcase our solutions tailored to meet the evolving needs of the industry. We are committed to supporting



farmers with innovative products and sustainable practices that drive profitability and efficiency.”

### Strengthening Partnerships

Srinivasa Farms also recognized its longstanding collaboration with Hy-Line International, a global leader in layer genetics, which has been instrumental in introducing the high-performance breed - Hy-Line W-80ii in the Indian market.

### Acknowledgment to Poultry India


Srinivasa Farms extends its gratitude to the organizers of the Poultry India Expo 2024 for providing an excellent platform to connect with industry leaders and exchange knowledge.

### Looking Ahead

As the poultry industry continues to grow, Srinivasa Farms remains dedicated to driving innovation, enhancing productivity, and supporting farmers through cutting-edge technology, superior genetics, and expert technical guidance across the life cycle.

For more information on Srinivasa Farms and its offerings, visit [www.srinivasa.co](http://www.srinivasa.co) or follow us on social media.

### About Srinivasa Farms

Established in 1965, Srinivasa Farms is a pioneer in India’s poultry industry, offering a range of solutions from breeding to retail. With a focus on innovation, quality, and sustainability, Srinivasa continues to empower farmers and contribute to the growth of the poultry sector in India and beyond. 

## NUQO India Welcomes New Regional Sales Manager for East India



Khokan Chandra Paul



Dr. Krishnamurthy



Neeraj Kumar Srivastava

NUQO Animal Nutrition India Pvt. Ltd. is excited to announce the appointment of Khokan Chandra Paul as Regional Sales Manager, East India. With over a decade of experience in the animal health and nutrition industry, Khokan brings a wealth of knowledge and leadership to our growing team.

Throughout his career, Khokan has held key roles at leading companies, including L&T Finance, Rossari Biotech, Natural Remedies & Indian Herbs. His expertise spans sales strategy, business development, and market expansion, making him a perfect fit for NUQO’s continued growth in East India.


“We are thrilled to welcome Khokan to NUQO India. His deep industry experience and passion for success align with our mission to provide sustainable animal nutrition solutions,” said Neeraj Kumar Srivastava, Managing Director of NUQO, South Asia.

“We are excited to have Khokan on board. His track record of success, deep understanding of the industry, strong customer relation, and strategic thinking make him a strong asset to our team. We are confident he will play a key role in helping us achieve our ambitious growth targets in the region,” said Dr. Krishnamurthy, Commercial Director of NUQO, South Asia.

In his new role, Khokan will drive sales initiatives and strengthen relationships with key business partners and customers in East India.

### About Nuqo Animal Nutrition

NUQO© is a pioneer in combining phyto-genics & phycogenics with a unique and cutting-edge micro-encapsulation technology that preserves efficacy and ensures optimal release of active ingredients.

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## Poultry Farmer Flock Performances

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Achieved 338 HHE in 74 weeks  
(99% Achievement of STD) with  
103 g avg feed intake/day

- Cum Feed/Egg : 117
- Weeks Above 90% : 38
- Peak Weekly Production : 95%
- Feed Cost/Egg @Rs.26/KG : Rs.3.04

**Maa Dhanop Poultry Farm,**  
Bhilwara Dist, Rajasthan (Mr. Prakash Mundra)

Achieved 336 HHE in 82 weeks  
(95% Achievement of STD) with  
117 g avg feed intake/day

- Cum Feed/Egg : 139
- Weeks Above 90% : 35
- Peak Weekly Production : 94%
- Feed Cost/Egg @Rs.26/KG : Rs.3.61



**Srinivasa Farms**  
SIN : 0512276/1965/000070



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# Boehringer Ingelheim Launches Next Generation Poultry Vaccine in India

This represents a breakthrough in vaccine engineering and is recommended for in-ovo vaccination of 18 to 19-day-old embryonated chicken eggs and one-day old chickens to protect against the virulent Marek's disease.

Boehringer Ingelheim announced the launch of the latest advancement in Marek's disease vaccines in India. This next generation vaccine offers enhanced protection through an innovative controlled attenuation process, delivering the right balance between safety and efficacy.

Marek's disease remains a significant challenge in Indian poultry, with outbreaks continuing despite widespread vaccination efforts. The vaccine addresses this gap with a groundbreaking serotype-1 construct vaccine, offering an ideal balance of safety and efficacy against the most virulent strains.

Dr. Vinod Gopal, Country Head-Animal Health, Boehringer Ingelheim India said, "Marek's Disease presents a considerable risk, resulting in significant financial impact for poultry farmers, particularly affecting young chickens with immature immune systems. As India's poultry industry expands, our vaccine is designed to aid farmers by reducing disease outbreaks, promoting flock health, and enhancing productivity. This innovative vaccine not only provides effective, early, and long-lasting immunity – supported by extensive trials across multiple regions – but also plays a crucial role in supporting food security and safety. It offers a cost-effective solution for poultry owners, helping to protect their livelihood while meeting the increasing demand for high-quality poultry products in India."

Dr. N.K Mahajan, Retired



Professor and Head of Department of Veterinary Public Health and Epidemiology, LUVAS, Hisar, said "Marek's disease continues to be a significant challenge for poultry farmers due to the increasing virulence of the virus strains. Even in the absence of clinical signs, Marek's Disease virus can significantly damage chickens' immune system as the virus attacks T lymphocytes. The resulting immunosuppression causes poor growth and performance, significantly affecting production and economics in the poultry industry. Birds are more prone to secondary infections and less responsive to other vaccines, leading to increased medication costs. The ability to provide early immunity and protection against the more aggressive forms of the virus is essential in reducing the impact of this disease on poultry farming operations in India."


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## About Boehringer Ingelheim

Boehringer Ingelheim, a leading biopharmaceutical company founded in 1885, develops breakthrough therapies for humans and animals. With 53,000 employees, it operates in over 130 markets, focusing on Human Pharma, Animal Health, and Biopharmaceutical Contract Manufacturing. Established in 2003, Boehringer Ingelheim India manages operations in India and neighboring markets, offering innovative products in Human Pharma and Animal Health, with key therapy areas including diabetes, cardiovascular, and respiratory conditions. 



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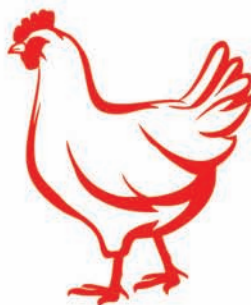
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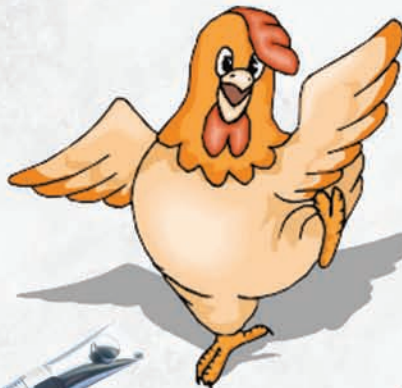


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# NOVUS

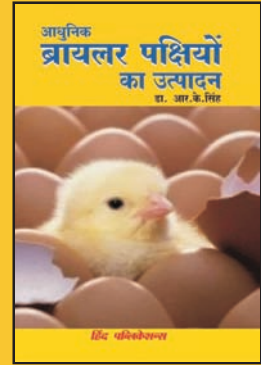
## New NOVUS Leader says Reliability Matters to Customers in South Central Asia

Dr. Koushik De, who has been with the intelligent nutrition company for 12 years, was recently named sales director for the poultry business in South Central Asia (SCA). Working from the office in Bangalore, India, he is charged with driving sales and strategy, working closely with the technical services and sales teams on how to best support customers with solutions like MINTREX® Bis-Chelated Trace Minerals, CIBENZA® Enzyme Feed Additive, and AVIMATRIX® Feed Solution among others. “My aim is for customers to understand that NOVUS is a reliable partner, ready to address key industry challenges like meat quality and getting more from raw feed,” he says. “By providing solutions that show clear value and benefit to our customers, we can be the ones they turn to, helping them meet their goals and have their animals meet their growth potential.” Having most recently spent his career at NOVUS as technical services director, Koushik has a deep understanding of the poultry industry in SCA. He recognizes the unique position producers, nutritionists and feed mills face in the region.

“On one side there’s the growing middle class that demands high-quality meat, which is a good thing but can be difficult to achieve when faced with disease, feed quality and meat quality issues,” he says. “Education and science have never been more important for the industry. Producers, nutritionists and feed mills need to understand the nutrition options when it comes to addressing these issues while also ensuring the additives they choose are backed by scientific results to ensure positive results.” In his new role, Koushik says the commercial team will understand the addressable challenges NOVUS can aid in, providing guidance on both nutrition and management.

“For instance, feed quality and cost are a concern. Our CIBENZA® DP100 Enzyme Feed Additive is shown to enhance digestibility and nutrient absorption, which helps lower the cost of feed. We also offer support and training to optimize feed formulations and manage ingredient variability,” he says. “This is just one example of how the team in South Central Asia is offering more to our poultry customers.” Manish Singh, NOVUS Regional Director-South Central Asia, says with nearly two decades of experience, Koushik brings a wealth of technical, commercial and customer service experience to the role. “I’m thrilled to have Dr. Koushik onboard as sales director for the poultry segment for South Central Asia,” he says. “With his deep industry knowledge and proven track record in driving sales and fostering customer relationships, I am confident that he will make a significant impact on our poultry business and help us continue to deliver value to our customers and partners through our intelligent nutrition solutions across the region.” 

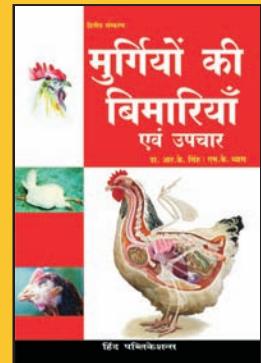
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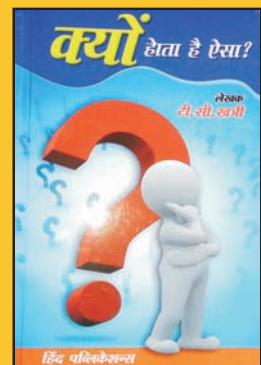
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# WAF appoints Dr Ameenah Gurib-Fakim and Carlos Magariños to its Board to Strengthen Global Leadership in Sustainable Agriculture

The World Agriculture Forum (WAF) announced the appointment of two distinguished leaders, namely, Dr. Ameenah Gurib-Fakim, former President of Mauritius and globally recognized scientist, and Mr. Carlos Magariños, an esteemed diplomat and economic strategist from Argentina, to its Board of Directors. Their visionary leadership and expertise will be instrumental in advancing WAF's mission to drive sustainable agricultural development through innovations, policy agenda advocacy, and global development partnerships.



Dr. Gurib-Fakim brings a wealth of experience as a scientist, biodiversity advocate, and the first female President of Mauritius. She has earned global acclaim, including the L’Oreal-UNESCO Prize for Women in Science and recognition as one of *Forbes’* 100 Most Powerful Women. Reflecting on her new role, Dr. Gurib-Fakim said, “Agriculture faces unprecedented challenges that demand innovative, science-driven solutions. I am eager to contribute to WAF’s vision for a resilient and food-secure world.” She added that the challenge of climate change requires global collaborations to work with a sense of urgency to ensure global food security and to save the future generations.

Mr. Carlos Magariños, known for his transformative leadership, became the youngest Director-General of UNIDO at just 35 and has authored 10 influential books on economic innovation. His career spans pivotal roles, including Argentina’s Secretary for Industry and Ambassador to Brazil. “WAF is a vital platform for addressing disparities in agriculture,” said

Mr. Magariños, “I look forward to leveraging my experience of diplomacy and development, industry and international cooperation to promote sustainable food systems and empowering farmers worldwide.”


Dr. Jaqueline Hughes, Secretary General of WAF, welcomed the appointments,

saying, “Dr. Gurib-Fakim and Mr. Magariños embody innovative spirit and commitment to global progress that define WAF. Their contributions will enhance our ability to address global food security issues, promote

biodiversity, and foster economic prosperity through sustainable agriculture. “

With these appointments, WAF reinforces its commitment to bridging gaps in agricultural systems by uniting governments, businesses, and communities, and promoting South-South Triangular Cooperation. The Forum is poised to accelerate global efforts to create a resilient and sustainable food system through policy, trade facilitation, and cutting-edge technologies.

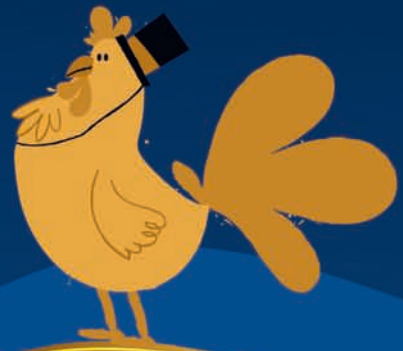
## About the World Agriculture Forum (WAF)

WAF is a global platform connecting diverse stakeholders to drive sustainable agricultural development through policy advocacy, trade facilitation, and technology-driven solutions. WAF unites governments, farmers, agribusinesses, experts, and development institutions to bridge implementation gaps and drive sustainable agriculture and food systems transformation towards a resilient, food-secure future. With a strong focus on collaboration, innovation all along the value chain, and public-private partnerships, WAF is committed to transforming agriculture worldwide. 





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# Nextgen Innovations to Support On-Site Challenges

By Dr. Shiva Kumar, Technical Director, TN South Asia

**S**ustainable farming is based on three pillars: environmentally sound, socially responsible and economically viable. For all these pillars, innovation will be key and hence, advances in animal nutrition will play an important role, where we have concrete challenges in economical optimization of the value chain and meeting product quality demands, whilst safeguarding animal wellbeing and human health.

Creating the perfect ration can help propel food-producing animals towards optimal nutrition, health and production, contributing to better usage of resources and sustainability. Origin and seasonality of raw materials can have a significant impact on nutritional profiles, making it challenging to know the actual quality of the product at the moment of feeding it to the animals.

This can impact the performance of the animals and/or production costs putting at risk the business objectives of the farm or unit. Meanwhile, farmers and feed producers are dealing with price fluctuations of feed ingredients, due

to market demands, increasing the pressure on profit margins as well.

## Feed quality is key

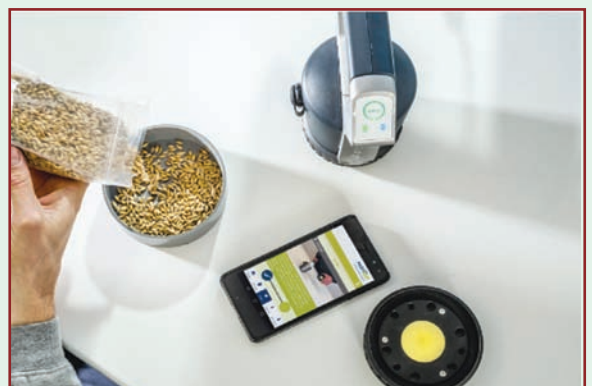
We also see that farm sizes have gone up in the past years. This gives the opportunity for direct purchase/access to raw material to farms which introduces new challenges: farmers need to know what they buy from a nutritional value point of view in order to optimise feed cost and performance. Overall, the diets have not changed so much, but the inclusion of new raw materials like by-products, has introduced new opportunities as well as challenges; as their quality is also variable. All of these changes in how and where the feed is produced demands that raw materials quality has to be monitored upon arrival in an easy way and everywhere you are.

Lab testing, including wet chemistry, is often accepted as one of the most accurate ways of analysing the chemical composition of raw materials. Feed mills often favour lab testing. This testing process, however, is rigorous and lengthy

which doesn't make it an accessible or viable option for many farmers.

## New portable innovations with NIR

The development of new technologies in the area of raw material feed quality evaluation allows for monitoring at farm level to streamline this process and make it cost-efficient. Therefore, an increasing number of farmers are moving towards mobile precision feeding solutions, such as near infrared technology (NIR). NIR technology has already been identified by feed producers as an accurate and quick solution for feed and raw material analysis, providing cost-effective and easy access to real nutrient values in their purchased raw materials.





The technology can be used to scan raw materials or silage and provide detailed information, comparable to traditional lab analysis. Although this NIR technique has been used on a large scale at feed producers and large size integrators, until recently the application has not been available for professional farmers. The technology is now accessible for farms of every size with the introduction of the NutriOpt On-site Adviser from Trouw Nutrition. It can analyse feed samples in minutes and, through its powerful nutritional database, provide practical solutions for farmers to optimise their ration and their business.

### How does it work?

The NutriOpt On-site Adviser is a handheld scanner, combined with a mobile app. Once both devices are connected, which takes a matter minutes, anyone, can have the nutritional report (energy and protein, fat, fibre, amino acids, etc) of a defined raw material displayed

on their smartphone. With the information of the report, the farmer can already assess how the different nutrients deviate from the targets set by their nutritionist. This is possible thanks to a coloured

bar placed next to the actual nutritional value. The bar represents a target range (minimum and maximum levels) of the defined nutrient, and the measured value is also placed inside of the bar helping the farmer to, on the spot, evaluate in a quick and accurate way what to do. When measured values are outside of the recommended range, an attention dot is displayed, so action can be taken immediately. With a simple click, the report can be shared with any person, to request further advise helping in a close contact between the farmer and the consultant/nutritionist. This means that farmers and suppliers, as well as their consultants, can scan samples onsite on every batch, giving them more control over quality consistency, performance and costs using good quality data.

### Know what's in the feed - Mitigating mycotoxin risk

Feed safety can only be guaranteed when we have accurate information on what is in the feed (or not). Mitigating mycotoxins is a key topic along the feed production

chain, from raw material procurement to homemixing at farm level. Testing of mycotoxins in raw materials and finished feed has become more important, as these toxins pose a serious risk to animal health, milk quality and overall animal performance.

Having accurate data on contamination levels can be used to monitor trends of raw materials per region and to adjust purchasing decisions of raw materials and feed by farmers and feed mills (better risk assessment). This is where Mycomaster plays an important role. This on-site rapid analysis reader gives a reliable indication of mycotoxin contamination in both raw materials and complete feeds

Mycomaster provides rapid, cost-effective and quantitative mycotoxin analyses of over 40 validated feed raw materials and final feed. And it works on-site, bringing flexibility to testing frequency, in support to quality control, formulation decisions and remediation strategies.

Trouw Nutrition is an organisation that deeply cares about building a more sustainable future – both for our industry and for consumers. We are committed to transform science into actionable, practical nutrition and farm management solutions to help customers produce quality poultry meat and eggs. We support food producers with the technology that puts advice and data at their fingertips. NextGen technologies ensure that farmers can get control over the diets fed to their animals on a daily basis in order to make informed decisions that will impact their business. 🇮🇳

 A detailed graphic for the Mycomaster device. It features a blue background with white and yellow text. 
 

- Mycomaster** gives full control over mycotoxin levels in feed batches.
- The complete Mycomaster kit is easy to use in any location.
- You can quickly analyse the 6 most common mycotoxins (AFLA, DON, ZEA, OCHRA, FUM, T2-HT2).
- It takes between 5 and 15 minutes to perform analysis.

 The graphic also includes:
 

- Key advantages:**
  - Accurate on-site analyses (with a scanner icon).
  - Fast and reliable decisions (with a clock icon).
  - Efficient and easy to use (with a hand holding a scanner icon).
  - Cost-effective procedure (with a bar chart icon).
- An image of the Mycomaster device being used by a person wearing a blue glove.
- A row of five sample analysis cards showing various mycotoxin levels.
- The **trouw nutrition** logo, noted as a Nutreco company.



## The II International Agricultural Congress ASIA EXPO Gathered Leaders of the Agricultural Sector

The II International Agricultural Congress ASIA EXPO gathered leaders of the agricultural sector in Sirius: Russian and foreign companies, representatives of governmental structures, political and scientific communities.

Participants from 45 countries interested in expanding foreign economic cooperation with Russia took part in the Congress. The most numerous delegations arrived from the Kingdom of Saudi Arabia, Jordan, Cameroon, Gabon, Kenya, and India.

From the Russian side, over 5,000 representatives of Russian businesses from 47 regions of the Russian Federation participated in the Congress.

At the opening of the ASIAEXPO 2024 Congress, Elena Vladimirovna Shmeleva, Chairperson of the Council of the federal territory "Sirius" and Director of the "Talent and Success" Foundation, delivered a welcoming speech. In her address, she emphasized the strategic role of the Congress for the development of Russia's

agro-industrial complex, noting its contribution to strengthening international cooperation and implementing innovations. Elena Vladimirovna also highlighted the unique opportunities of "Sirius" as a platform for holding major international events, emphasizing its infrastructure and conditions that create a favorable environment for knowledge exchange and forging new partnerships.

### International Co-operation

As a result of the International Agricultural Congress ASIAEXPO, 21 public agreements were signed, and more than 100 contracts were concluded for a total amount of almost 35 million dollars (only agreements whose sums are not commercial secrets were accounted for), of which 17million dollars were with representatives of foreign companies.

"We have added the prefix Global. Together with our partners, we are entering global markets. Global signifies both great effort and big hopes... If we were to define in one word what we do and what we strive for, it would be the word Benefit. We are doing everything to ensure there are points of contact and growth between our countries. In Sirius, companies come together that are interested in rapid and high-quality growth" shared the General Director of the Congress, Igor Milovanov. An important part of the Congress program was devoted to active international cooperation aimed at developing interactions with developing countries.

Russian and foreign guests of the Congress actively participated in events such as the Special Session "Food Security BRICS+", the International Conference

"Agricultural Leaders: Future Technologies in Animal Husbandry", practical forums for agricultural experts, and business dialogues with representatives of India, the Kingdom of Saudi Arabia, Jordan, Iraq, and African countries. Special attention was given to



new opportunities for trade and economic cooperation among BRICS countries in connection with the planned expansion of the association's membership. As experts noted, today the BRICS members account for more than a third of the global economy.

Currently, the African continent is the world's leader in population growth rates, which leads to increased demand for food products. Agriculture and agrotechnologies are rapidly developing on the continent; however, many countries heavily depend on imports, purchasing a wide range of food and agricultural raw materials. During the ASIAEXPO Congress, Russian and African companies signed agreements totaling approximately \$15 million.

In recent years, the relevance and demand for cooperation between Russia and Middle Eastern countries have been growing. Joint projects in the agricultural sector are most promising with partners such as the Kingdom of Saudi Arabia (KSA), Jordan, the UAE, Turkey, Iran, and others.

Russia, possessing significant potential in science and technology, can offer its developments and solutions in the agricultural sector. Countries are seeking opportunities for partnership, exchange of experience, and technologies.

### Plenary Session

The key event of the Forum was the plenary session, where Advisor to the Minister of



Agriculture of the Russian Federation Olga Abramova and representatives of Russian and international organizations spoke: from Russia - Sergey Lakhtyukhov (Director of the National Poultry Union), Dmitry Antonov (Senior Vice President of GAP Resource); from Qatar - Tayseer Mahd Ibrahim Alhamdan (Executive Director of Ayak Group); from Kingdom of Saudi Arabia- Waleed Khaled Aldeaigy (General Director of the trading and manufacturing company Almakana); from Cameroon - Christopher Mogou Pessinlesso (President of the Association of Farm Enterprises of Cameroon).

During the session the discussion focused on providing the global population with high-quality and safe food products and Russia's interaction with countries in Africa, Asia, and the Middle East regarding the export and import of agricultural products, as well as the exchange of experience and innovations in agriculture.

### Business Program

Numerous discussions within the business program were held across four sections:

### Special Session: "Food Security BRICS+"

BRICS+ represents not only a more diversified international

platform for forming and jointly promoting priorities on the global agri-food agenda. The new format of the Union objectively increases its weight and potential in the global food security system. Simultaneously, additional

incentives emerge for closer cooperation and participation of a large group of Global South countries in the Union. The session was moderated by Pavel Kuznetsov, Vice President of the National Coordination Center for International Business Cooperation and Deputy Director of the Institute of China and Contemporary Asia of the Russian Academy of Sciences. Speakers included: Russia - AidarGazizov, General Director of LLC "MCSiS 'Halal'", Chairman of the project "Halal Commonwealth Russia-Morocco"; Dmitry Vostrikov, Executive Director of the Association of Producers and Suppliers of Food Products "RUSPRODSOYUZ"; Vladimir Manaenkov, General Director of the Executive Directorate of the Association "ASSAGROS"; Italy - Arsen Vartanyan, Head of the United Nations Partnership Office, Food and Agriculture Organization of the UN (FAO). Turkey - Hac? Akdemir, President of the Association of Russian-Turkish Businessmen RUSiAD, Founder of Rusiad Export, Partner of World Halal Trust; Kingdom of Lesotho - Mahali Agnes Phamotse, Member of Parliament of the Kingdom of Lesotho, Chair of the Committee on Law, Public and Food Security. 



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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.



# 16<sup>th</sup> Edition of Poultry India Expo 2024 Successfully Concludes, Marking South Asia's Largest Poultry Event

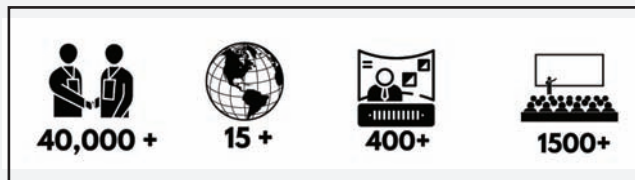


The 16th edition of Poultry India Expo 2024, South Asia's largest poultry exhibition, concluded successfully on

November 29, 2024, at the HITEX Exhibition Complex in Hyderabad. Held from November 27 to 29, 2024, the event drew over 40,000 attendees, including poultry farmers, industry professionals, and policymakers from across the globe, making it a landmark gathering for the poultry industry.

## Inauguration, Key Highlights, and Distinguished Guests

The Expo was inaugurated by Dr. O.P. Chaudhary, Joint Secretary, Department of Animal Husbandry and Dairying (DAH&D), Government of India. Dr. Chaudhary emphasized the pivotal role of the poultry industry in India's food security and rural employment.



Speaking on the occasion, Mr. Uday Singh Bayas, President of IPEMA/Poultry India, highlighted the sector's significance, stating,

"The poultry sector is pivotal in addressing India's protein needs and sustaining rural livelihoods. Urgent policy support is needed to manage rising input costs, especially feed, to ensure continued industry growth."

This year's Expo featured over 400 exhibitors from more than 15 countries, showcasing the latest innovations in poultry science, advanced equipment, animal health, and sustainable management practices. The exhibition offered industry professionals valuable perspectives on emerging trends and future developments in poultry production.

The Expo was preceded by the Knowledge Day technical seminar on November 26, 2024, at the Hotel Novotel, HICC, Hyderabad.



The seminar attracted over 1,500 delegates from more than 15 countries, focusing on the theme “Shaping the Future of the Indian Poultry Sector.” Distinguished guest Shri Sabyasachi Ghosh, IAS, Special Chief Secretary to the Government of Telangana, inaugurated the Knowledge Day seminar, which addressed critical industry challenges such as advanced poultry nutrition, animal health, feed technology, and disease control, with expert insights shared by global leaders.

On the final day of the Expo, Shri IndraSena Reddy Nallu, the Governor of Tripura, visited the event, underscoring the national significance of the poultry industry and the vital role of such platforms in advancing the sector.

### A Platform for Innovation and Collaboration



Poultry India Expo 2024 served as a vibrant platform for networking, knowledge exchange, and exploring cutting-edge advancements in poultry production, health, nutrition, and feed technology. Attendees gained invaluable insights into emerging technologies and sustainable practices while addressing pressing industry challenges, such as supply chain disruptions, environmental impacts, and disease management.

The event promoted an environment where stakeholders from various sectors could interact, share experiences, and collaborate on innovative solutions. The presence of industry leaders, scientists, and researchers created an atmosphere ripe for brainstorming and sparking new ideas. Discussions ranged from improving gut health and feed hygiene to adopting advanced formulations that enhance animal health and productivity.

Moreover, the Expo provided a unique opportunity for participants to unveil new products and innovations targeted at enhancing operational efficiency. The presence of diverse exhibitors allowed for cross-industry learning and the potential to forge partnerships that will lead to even greater advancements in poultry management practices.



Interactive sessions enriched the experience, enabling professionals to delve deep into specific topics like advanced poultry nutrition, feed technology, and the latest in health management strategies. Attendees left with a comprehensive understanding of the current landscape and future directions in poultry production, empowering them to implement innovative practices in their own operations.


The strong turnout and enthusiastic participation underscored the importance of collaboration within the industry, reinforcing the belief that innovation thrives when stakeholders unite to tackle common challenges. The connections made at 16<sup>th</sup> Poultry India Expo 2024 will undoubtedly pave the way for future collaborations that will help drive the poultry sector forward.

Mr. Uday Singh Bayas President of IPEMA/ Poultry India, reiterated the event's commitment to promoting industry growth, stating, "The Expo offers unparalleled opportunities for professionals to engage with the latest technologies and trends, ensuring that India's poultry sector remains competitive and sustainable."

### A Legacy of Growth and Excellence

The 16th edition of Poultry India Expo, organized by IPEMA and supported by national bodies like NECC, CLFMA, INFAH and regional poultry associations, has become a critical platform for innovation and collaboration. Under the guidance of the Executive Advisory Committee (EAC), the event showcased the poultry sector's resilience and potential, further cementing its role as a cornerstone of India's agricultural economy.

### About Poultry India Expo

Poultry India Expo is South Asia's premier platform for professionals in the poultry industry. With over 400 exhibitors and experts from more than 50 countries, the event focuses on the latest advancements in poultry farming, feed technology, animal health, and sustainable practices. Through its Knowledge Day seminar and main Expo, Poultry India continues to drive innovation, excellence, and growth within the sector. 





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# HIND POULTRY attracts 7654 visitors at its booth in South East Asia's largest Poultry Exhibition in Hyderabad



The 16th edition of POULTRY INDIA EXPO said to be the biggest exhibition on Poultry in South East Asia was concluded at HITEX Exhibition Center in Hyderabad, The show was hosted by the Indian Poultry Equipment Manufacturers Association (IPEMA) with the support of Exhibition Advisory Committee.

The theme of this year's exhibition was "Unlocking Poultry Potential", and has attracted more than 400 exhibitors from over 50 countries, with a visitors turnover of over 45000. Visitors included poultry farmers, industry experts, government officials, and key stakeholders. . .

Mr. Uday Singh Bayas, President of IPEMA, emphasized the critical importance of the poultry sector to India's food security and rural economy. .

HIND POULTRY one of the largest circulating magazines on poultry in South East Asia and also the largest publishers of books on poultry also showcased their products in hall number 5 and the booth number W 36 and 37 and attracted large number of visitors who showed great interest in the books on poultry and livestock published by Hind Publications.



During the show prominent personalities of the poultry fraternity released six different books on poultry published by HIND PUBLICATIONS.

The counter device at our booth recorded a 7654 number yet it may be noted that due to heavy rush at our booth we could not hit our counter device on complete footfall.

We take this opportunity to thank all the visitors and well wishers. I am also thankful to Mr. Suresh Rayudu, Managing Director-Srinivasa Farms, Mrr. B Anand from Nigeria, Mr. Edward from Ecolex, Mr. S. K. Malhotra from Interface, Mr. Saurabh Sekhar from Trow Nutrition, Mr. Shirish Dhopeswar from Dhopeswar Engineering, Mr. Joginder Singh Uppal from NU.ance, Mr. Ricky Thaper , Dr. Dinesh Arora, Mr. Jaison John and team PFI for sparing time to release our newly published books on 26th November from our booth during this exhibition.

The space brocher and the brocher for Meat Pro Asia 2025 was also released on 1st day of the exhibition and distributed to all the targeted visitors. 📖





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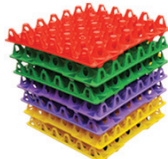
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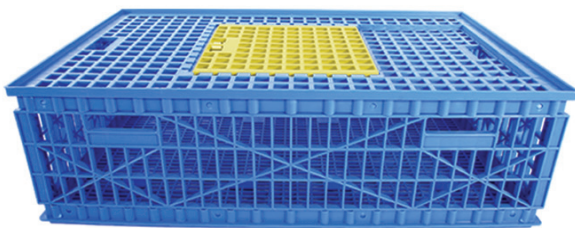
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## Meat Pro Asia 2025 set to showcase groundbreaking Innovations in Meat Processing and Packaging

**Meat Pro Asia 2025**, Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood, and food products, has sold 90 percent of its exhibition space so far. Set to take place from 12-14 March 2025, across an expected 4,200 sqm of Challenger 1, IMPACT, Bangkok, Meat Pro Asia 2025 is a must-attend biennial event for industry professionals looking to explore the latest animal-based protein product solutions. Co-located with VIV Asia - the number one international trade show from feed to food in Asia, Meat Pro Asia is set to bring together top players from around the globe, providing a unique platform for networking, knowledge sharing, and showcasing cutting-edge innovations. This biennial event will feature a wide range of exhibitors, including key suppliers from all sectors of the meat processing and packaging industry, offering solutions spanning slaughtering, processing, packaging, labelling, cold chain logistics, quality control, hygiene, Internet of Things (IoT), automation, wastewater treatment, and more. "Meat Pro Asia seeks to build on the success of IFFA, Technology for Meat and Alternative Proteins, our flagship trade fair in Frankfurt that encompasses the entire protein processing chain. By providing the features and foundations of a world leading show such as this, we aim to implement a comprehensive platform for trade in the meat processing and packaging industry for Asia," said Mr Jack Wong, Deputy General Manager, Messe Frankfurt (HK) Ltd. "One of the facets we are excited to bring from Frankfurt to Bangkok is the IFFA DFV Global Meat Product Awards Southeast Asia. This will see up to 300 processed meat products from the ASEAN region

be judged by a jury of independent and trained test experts provided by the German Butchers' Association. The winner of this competition will be invited to visit IFFA from 3 - 8 May 2025 to attend the world awards." "The Meat Pro Asia event is a critical juncture for food processing and food engineering in the meat production industry. Together with VIV Asia, the addition of Meat Pro Asia enhances the offerings to cover the complete supply chain of meat production. We are proud to have already sold 90 percent of the exhibition space, which means at least 4,200 sqm will be filled with over 90 companies from 23 countries and regions," said Mr Supanat Treeratpicharn, Project Manager, VNU Exhibitions Asia Pacific Co Ltd. "In addition to the wide array of exhibitors, we are also organising two full-day conferences, offering industry professionals the opportunity to stay updated on the latest trends and technologies from worldwide experts." Notable exhibitors confirmed for Meat Pro Asia 2025 include industry giants such as Baader, Duravant, iFEC, Ishida, Jarvis, Marel, Mayekawa, Meyn, Multivac, and Owner Food

Machinery. These leading brands will showcase the latest innovations and solutions across the food processing and packaging sectors. High growth in the Asia food processing market The Asia Pacific processed meat market is projected to grow from USD 76.38 billion in 2024 to USD 86.19 billion by 2029, reflecting a compound annual growth rate (CAGR) of 2.45 percent during this period<sup>1</sup>. This growth is driven by increasing urbanisation, changing consumer lifestyles, and a rising demand for convenient, high-quality protein products. Hence, the need to serve evolving consumer preferences in this region is demonstrated through the enthusiastic uptake of exhibitors and substantial interest in the fair. Meat Pro Asia 2025 is set to be a key date on the calendar for food processors, food retailers, importers, exporters, wholesalers, manufacturers, agents, distributors, and engineering firms. With visitor pre-registration now open, attendees are encouraged to plan their visit in advance and secure their place at this influential event. The event is organised by Messe Frankfurt (HK) Ltd, VNU Asia Pacific, and VNU Europe, and is co-located with VIV Asia. Messe Frankfurt accompanies the dynamic growth of the food industry with four trade fairs on four continents. The global industry meets at the events in Argentina, Germany, Thailand, and the USA. The international trade fairs showcase trends and innovations and bring together experts from all over the world. 

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THIS FAIR ORGANIZED BY THE APPROVAL OF UNION CHAMBERS AND COMMODITY EXCHANGES OF TURKEY ACCORDING THE LAW NUMBER 5174.





# SPACE LAUNCHES A NEW DESIGN FOR ITS 39TH EDITION!

Press release - Monday 2 December 2024



**SPACE, the key event of the autumn season for all animal farming, is launching its all-new design for the 2025 edition, and is already looking forward to seeing you on Tuesday 16, Wednesday 17 and Thursday 18 September at the Parc-Expo in Rennes, in France.**



## **The key event for all farmers and all sectors**

Since 1987, SPACE is a major Show for the entire agricultural sector, attracting over 1,200 exhibitors and more than 100,000 visitors from all over the world, with 120 countries represented. SPACE's success continues to strengthen its position as a world leading event for all animal farming.

Marcel Denieul, Chairman of the Show: *"SPACE is an event for professionals that provides farmers with perspectives and ideas for the future. Its international dimension has been confirmed over the years. The whole event takes place in a spirit of conviviality that is expressed through all the exchanges."*

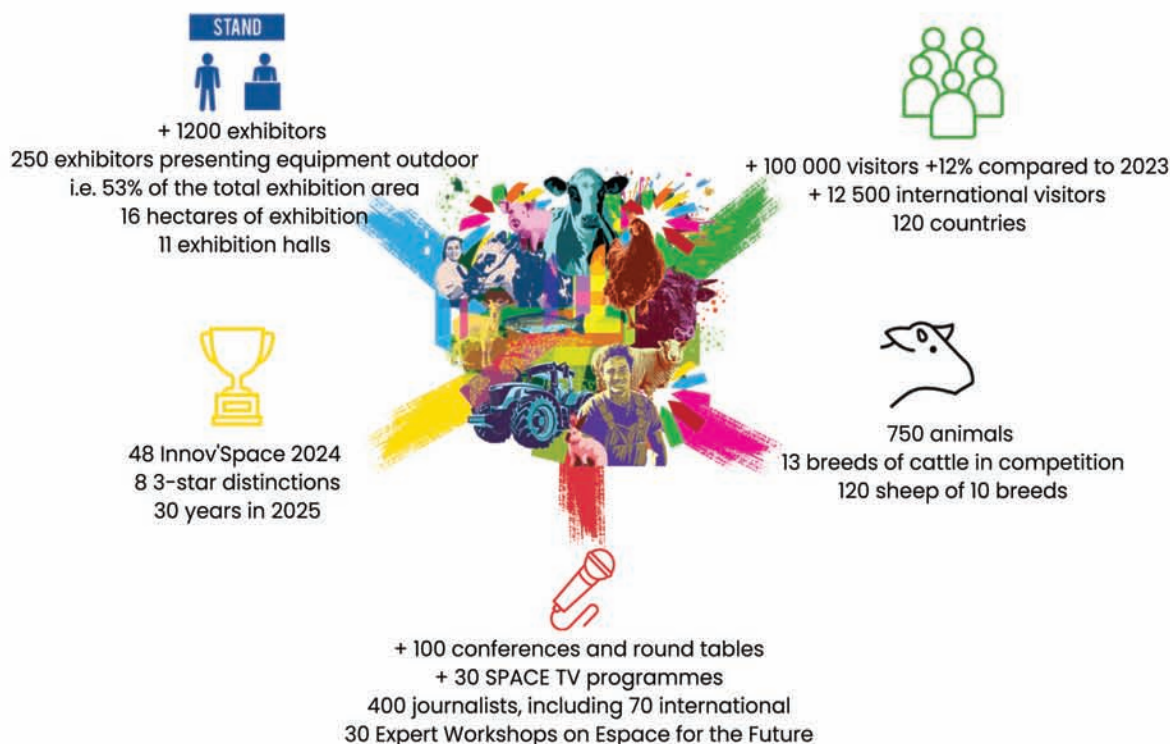
## SPACE LAUNCHES A NEW VISUAL FOR ITS 39TH EDITION!

All animal farming sectors are represented: dairy cattle, beef cattle, pigs, poultry, sheep, goats, rabbits, horses and aquaculture, both nationally and internationally! 3 days dedicated to animal farming, where you can discover all the latest innovations, discuss the challenges facing the sector and make connections at a fun and exciting event! Plus, it's the Expo that provides you with high-quality content throughout the year!

### A promotion already in action

SPACE team is already working actively to promote the 2025 edition in France and around the world! Anne Marie Quéméner, Show Manager, summed up these privileged moments rich in meetings and exchanges for SPACE and agriculture: *"These moments of exchange and sharing confirm, once again, that SPACE is much more than just a Show. It is a place where innovation and partnerships are built, and which continues to shine beyond borders. These events provide us with constructive and positive feedback. These are essential points for doing our best for agriculture and preparing for the next SPACE!"*

### SPACE 2024: Key figures



#### To download:

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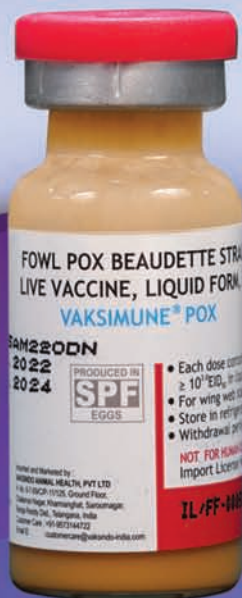


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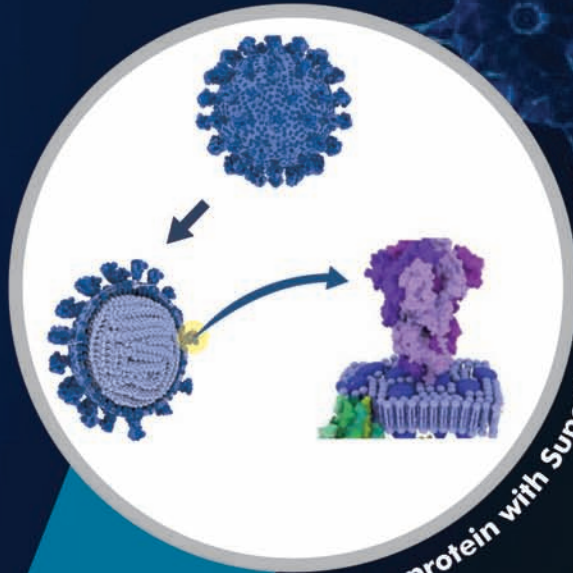
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