



# हिंद पोल्ट्री

# HIND P OULTRY

Vol. XXIII January 2025 No. 7

**VNU Asia Pacific Welcomes Justin Pau as New Chief Executive Officer**



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## PFI 35th AGM



**Venkateshwara B.V. Biocorp Pvt. Ltd. conducted technical Seminars on Pumipro**

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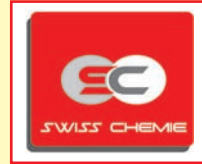
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## Hy-Line International announces the appointment of Jamie McIntosh as a Global Technical Services Manager

Hy-Line International proudly announces the appointment of Jamie McIntosh as a Global Technical Services Manager and Alternative Systems Specialist in response to the growing demand for Hy-Line layers in alternative production systems worldwide.

Jamie brings over 15 years of experience in the poultry industry, focusing on hands-on aviary, barn, and free-range systems management. Since earning his degree from Heriot-Watt University, Edinburgh, Scotland, in 2006, Jamie has held key roles that have allowed him to develop deep expertise in best practices and technical aspects of alternative systems operations. His extensive industry knowledge, combined with his practical experience managing large-scale farms and teams, makes him a valuable asset to Hy-Line International and the producer base.

In his new role at Hy-Line International, Jamie will play a pivotal part in our Global Technical Services Team, particularly in strengthening our leadership in alternative systems management. His responsibilities will include providing technical assistance to our distributors and commercial producers, nurturing established partnerships, and enhancing alternative operations through expert advice and training. Jamie will also contribute to the development of literature and training programs, ensuring Hy-Line continues to lead in this area with the most up-to-date information and solutions.

The appointment recognizes Hy-Line's commitment to its global customer base in the face of increasing growth in alternative systems. Please join us in extending a warm welcome to Jamie as he begins this exciting new chapter with Hy-Line International. 


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## Venkateshwara B. V Biocorp Pvt. Ltd. conducted technical Seminars on **PUMIPRO** - a unique Probiotic for Commercial Broilers



**V**enkateshwara B. V Biocorp Pvt. Ltd conducted 4 technical seminars on Pumipro for broiler integrators at Nashik, Hyderabad, Kolkata and Karnal in Dec. 2024.

### On 16<sup>th</sup> Dec. 2024, Nashik, Maharashtra.

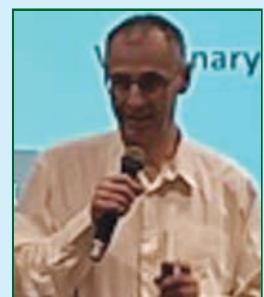
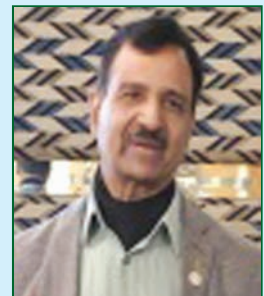
The seminar opened with an impactful presentation by Dr. Ivan Rychlik on addressing understanding the gut micro-biota in chickens. Then Dr. C. B Pande, technical consultant, Lallemand Animal nutrition, France shared insightful information on Pumiproduct, discussed about unique strain of Bacillus Pumilus as a ideal probiotics enzymatic activity in commercial broilers for improving gut health and performance. Afterwards, Dr. Sunil Nadgauda, Venkateshwara B. V Biocorp Pvt. Ltd discussed about field trials report on Pumipro and its beneficial effect as compared to Bacillus Subtilis on broiler growth performance and feed conversion.

### On 17<sup>th</sup> Dec. 2024, Hyderabad.

The seminar kicked off with opening remarks by Mr. Deepak Khosla, GM-Marketing, Venworld. His wise words and insightful advice on the emerging diseases, antibiotics awareness that pushing the Indian poultry into greater economic depression were invaluable. He shared his thoughts on how poultry industry is shifting towards use of probiotics for improving gut health of chickens as well as considering food safety measures. The seminar started with an impressive presentation by Dr. Ivan Rychlik on addressing the gut microbiota in chickens. Then Dr. C. B Pande, technical consultant, Lallemand Animal nutrition, France discussed importance of probiotics and how Pumipro product helps to enhance profit and diminish the losses in commercial broilers. Then after, Dr. Datta Kulkarni, Venkateshwara B. V Biocorp Pvt. Ltd addressed regional field trials on Pumipro product, discussed significant impact of Bacillus Pumillus on broiler average body weight gain and FCR as compared to Bacillus Subtilis.

### On 18<sup>th</sup> Dec. 2024, Kolkata.

The programme began with warm welcome and opening speech by Mr. Deepak Khosla, GM-Marketing, Venworld provided invaluable insights into the challenges and solutions for optimizing birds performance and tackling antimicrobial resistance -issues of paramount importance in today's poultry industry. After opening remarks, Dr. Ivan Rychlik addressed the






importance of gut micro-biota in chickens. Then Dr. C. B Pande, technical consultant, Lallemand Animal nutrition, France discussed regarding how Bacillus Pumillus strain helps to modulate the gut microbiota balance by enhancing beneficial bacteria and limiting undesirable bacteria. Dr. Datta Kulkarni, Venkateshwara B. V Biocorp Pvt. Ltd addressed regional field trials on Pumipro product, discussed beneficial effect on growth performance of Bacillus Pumillus compared to Bacillus Subtilis.

**On 20<sup>th</sup> Dec. 2024, Karnal, Haryana**

The program was meticulously orchestrated. The seminar started with presentation by Dr. Ivan Rychlik discussed how gut micro-flora is important for healthy chicken. Dr. C. B Pande, technical consultant, Lallemand Animal nutrition, France shared powerful presentation on Pumipro product, discussed how Pumipro makes an exclusive probiotics globally that has both probiotic as well as enzymatic activity (protease and lipase) which have dual benefits in commercial broilers.

Dr. Sunil Jadhav addressed zootechnical performance of Pumipro, showing better growth performance of Bacillus Pumillusvs. Bacillus Subtilis.

These technical seminars were very insightful for all broiler integrators. 



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**Venkateshwara B. V Biocorp Pvt. Ltd organized Layer Farmer meeting on "Organic trace mineral nutrition and gut health management" at Kurukshetra, Haryana**



Venkateshwara B. V Biocorp Pvt. Ltd organized layer farmer meetings on "concept and importance of organic trace minerals in layer nutrition and gut health management" on 20<sup>th</sup> Dec. 2024, Kurukshetra, Haryana.




OTMIN-CL is a bis-chelate MHA (methionine hydro-analogue) organic trace minerals, designed as per requirement of modern laying hens to support health and egg shell quality in long laying cycle.

Mr. HS Padda-DGM, North India welcomed to all layer farmers. The technical session started with presentation on "Concept and importance of organic trace minerals in layer nutrition" Dr. Sunil Jadhav, Venkateshwara B. V Biocorp Pvt. Ltd. He discussed about concept of inorganic and organic trace minerals, chelation technology designed to improve mineral bioavailability. In trace minerals, bio availability is the key for achieving optimum performance. Organic trace minerals (OTM) have been increasingly used in layer feed due to its higher bio-availability. Feeding highly bio-available organic trace minerals is important for prevention of egg shell breakage, dirty egg, better egg quality, improve egg production and bone development. Further, in egg shell mineralization process, sufficient level of Zn, Cu and Mn plays very critical role. Organic trace minerals come in various forms and structures, but selecting the best one to optimize the bird's performance is the key.



Dr. C B Pande, Lallemand Animal Nutrition, France, discussed about importance of Gut health management and gut microbiota. How critical is the early development of 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 environment is practically sterile at the time of hatching. The microflora in the gastro intestinal tract grows slowly after hatching. Also, he discussed about unique probiotic formulation product Bactosacc for better gut health, reduction in % of dirty egg, and Bactosacc also improves breast muscle thickness development in rearing period, which is crucial for peak production and consistency of laying.

This technical seminar was very insightful for all layer farmers. Mr. Shashi Bhushan, proposed vote of thanks. 



# meat pro

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## Meat Pro Asia 2025 set to showcase groundbreaking innovations in meat processing and packaging

**M**eat 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

period1. 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.

For visitor pre-registration and to waive the entry fee of EUR 15, please visit: <https://www.databadge.net/viva2025/reg/mpa/?card=20000473> or visit the show's website for more information: [www.meatpro-asia.com](http://www.meatpro-asia.com)

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. 

## VNU Asia Pacific Welcomes Justin Pau as New Chief Executive Officer (CEO)

VNU Asia Pacific (VNU AP), a leader in B2B trade exhibition and conferences is pleased to announce the appointment of Mr. Justin Pau as its new Chief Executive Officer (CEO), effective January 2025.



This transition comes as part of VNU AP's ongoing efforts to align leadership with the company's evolving strategies and goals.


The appointment of Mr. Pau reflects the company's commitment to growth and expansion, ensuring that VNU AP remains a driving force in exhibition industry.

Mr. Pau brings over 20 years of leadership experience in the exhibition industry across Asia and China. As a dynamic business leader, he is well-suited to lead the company in its next chapter. Mr. Jeroen Van Hooff, CEO of Royal Jaarbeurs and Board of Director of VNU AP said "Mr. Pau has the expertise and vision to guide our colleagues in VNU AP through this transition and beyond, ensuring our continued success."

"The change in this position underscore VNU AP's proactive approach to ensuring that leadership aligns with our strategic goals. While these transitions are reflective of VNU AP's new direction to diversify the portfolios especially technology, innovation and to embrace green initiatives in the exhibitions industry. VNU AP remains steadfast in delivering exceptional service and value to our stakeholders."

Mr. Justin Pau shared their enthusiasm, stating "I am excited to join VNU AP and to work alongside such a talented team. VNU AP has a strong foundation in Thailand and ASEAN and I look forward to contributing to its ongoing success. Together, we will explore new opportunities, embrace emerging technologies, and continue delivering solutions that make a meaningful difference to our customers and partners. My focus will be on diversifying the portfolios, new collaborations and sustainability as we shape the future of exhibition industry together."

### About VNU Asia Pacific

VNU Asia Pacific is a strategic alliance between two of the world's leading exhibition management companies. European partner is the Royal Dutch Jaarbeurs Group, one of the world's 20 largest exhibition organizers. The Asian counterpart is South East Asia's widely diversified corporate conglomerate TCC Assets. VNU bridges global supply and demand by connecting people, brands and markets through powerful platforms. 



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# Probiotics as an alternative for antibiotics in broiler nutrition

Veerle Hautekiet & Stefaan Bekaet, Huvepharma, Belgium

In order to guarantee the sustainable long-term availability of therapeutics, the use of antibiotics is restricted in animal feed, leading feed manufacturers to search for alternatives to enhance their product quality.

Probiotics are defined as 'live microorganisms that, when administered in adequate amounts, confer a health benefit to the host'. The use of probiotics to improve gastrointestinal health and to prevent various infections has been investigated for many years.

Although their mode of action is not always completely understood, it has been demonstrated that the use of probiotics has several health benefits such as:

- Balancing the microbial gut flora via competitive exclusion.
- Preventing infections with pathogens via secretion of antimicrobial substances, enhancement of the intestinal barrier and immunomodulation.
- Protecting protein and lipids from oxidative destruction. Clearly, these properties make probiotics a willing alternative for antibiotics.

Currently, various strains of probiotics are available for use as feed additives. When selecting a probiotic, one has to take into account the fact that strains of the same probiotic species, and therefore their activity, can be different due to genetic variations. These characteristics make choosing the right probiotic for each specific situation quite challenging.

## SPORE FORMING BACTERIA

Dysbacteriosis is characterised by intestinal inflammation and shortening of the small intestinal villi, resulting in clinical signs and/or a reduction of production parameters.

Currently, the list of micro-organisms used in the prevention of dysbacteriosis is varied and long. However, not all are as effective as initially anticipated.

The key characteristics of probiotics used or this purpose in particular, and in the feed industry in general, include:

- Heat-resistant during the feed pelleting process.
- Stable during the digestive process. This was not the case for the first generation of probiotics such as certain lactobacilli.

However, second generation probiotics, such as *Bacillus licheniformis* are incorporated in the feed as spores which makes them an interesting candidate for dysbacteriosis prevention.

## UNIQUE FEED ADDITIVE

B-Act is a probiotic feed additive containing viable spores of a unique strain of *Bacillus licheniformis* producing bacteriocins: peptides with inhibitory effects on specific bacteria.

B-Act has a proven suppressing effect on dysbacteriosis in broilers by stabilising the gut flora, reducing gut damage and thus increasing the length of the small intestinal villi.

In a trial carried out in 50 birds, supplementation of  $1.6 \cdot 10^{12}$  cfu *Bacillus licheniformis*/mton of feed from start to finish, resulted in a lower dysbacteriosis score compared to the control group not receiving B-Act (Table 1).

	Control	B-Act
Day 24	1.24	0.57
Day 31	1.13	0.48

Table 1. Dysbacteriosis score in commercial broilers on day 24 and 31.

Furthermore, B-Act inhibits the growth of *Clostridium perfringens*, the direct casual agent of necrotic enteritis.

This was demonstrated in a trial carried out in 400 coccidiosis vaccinated birds, which were challenged with  $10^8$  cfu/bird of *Clostridium perfringens* at day 18, 20 & 21.

Results indicated a significantly lower necrotic score in B-Act supplemented birds (dosage  $1.6 \cdot 10^{12}$  cfu *Bacillus licheniformis*/mton of feed) compared to the control group.

	Control	B-Act
Average weight (kg)	0.71 <sup>a</sup>	1.01 <sup>b</sup>
Feed conversion ratio	1.529 <sup>a</sup>	1.413 <sup>b</sup>
Mortality (%)	14.00 <sup>a</sup>	4.00 <sup>b</sup>
Average necrotic enteritis lesion score	0.45 <sup>a</sup>	0.22 <sup>b</sup>

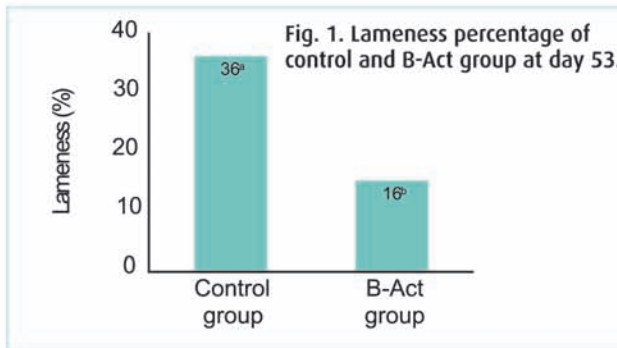
**Table 2. Average weight (kg), feed conversion ratio, mortality (%) and average necrotic enteritis lesion score in the control and B-Act group on day 22 (<sup>a,b</sup> values with different superscripts within a row differ significantly, p<0.05).**

Additionally, in this trial, mortality was significantly reduced in the probiotic group. Being able to influence necrotic enteritis in a positive way, supplementation of B-Act also resulted in an improved average weight and feed conversion ratio (Table 2). Besides the positive effects on dysbacteriosis and necrotic enteritis, B-Act has also been proven to reduce the percentage of lameness in bacterial chondronecrosis with osteomyelitis (BCO – Fig. 1).

In a trial, conducted in 308 broilers, feed supplementation with B-Act at  $1.6 \times 10^{12}$  cfu *Bacillus licheniformis*/mton of feed from start to finish, resulted in a relative decrease of 66% lame birds (Fig. 1).



**Lame birds in commercial broiler production.**



**AVIAN HEALTH & PERFORMANCE PLATFORM**

Evaluating all of this scientific data in daily operations is not always quick and simple. To help overcome this problem, Huvepharma has created the Avian Performance Platform, or Aviapp. The Aviapp platform allows the comparison of 47 health parameters with performance data and the benchmarking of data with other users on the platform in a specific region, country or at a global level.

By using Aviapp, we evaluated the aforementioned scientific findings with data from the field. An anonymous Dataset from Aviapp, containing 4042 individual birds’ data from across the UK, was selected and the association between dysbacteriosis (gut health) and femoral head necrosis (lameness) was investigated.

The results confirm the trial results and show a positive correlation between a femoral head necrosis score and the dysbacteriosis score. However, no dose-response effect of increasing dysbacteriosis everity is observed (Table 3).

Globally, Aviapp demonstrates the positive effect of B-Act use on gut health via the dysbacteriosis follow up.

Globally, Aviapp demonstrates the positive effect of B-Act use on gut health via the dysbacteriosis follow up.

**Conclusion**

In summary, there is strong evidence in literature and also from commercial trials, that probiotics such as B-Act boost performance and help control pathogenic bacteria, and so various diseases, in animal nutrition. These findings are also confirmed when analysing large datasets from the Aviapp platform, which is a very effective tool to follow up on health parameters and

**Table 3. Contingency table with odds ratio and 95% confidence intervals, showing association between dysbacteriosis class and femoral head necrosis class.**

Dysbacteriosis class:	Femoral head necrosis class (No. of birds)		Odds ratio (95% confidence intervals)	P-value
	0	1		
0	2253 (99.6%)	9 (0.4 %)	1.00	Na
1	599 (91.5%)	56 (8.5%)	23.40 (11.51-47.58)	<0.001
2	975 (91.3%)	93 (8.7%)	23.88 (12.00-47.53)	<0.001
3	54 (94.7%)	3 (5.3%)	13.91 (3.66-52.81)	<0.001
<b>Total birds</b>	<b>3881</b>	<b>161</b>		

Data for femoral head necrosis is regrouped: Class 0, no femoral head necrosis and class 1, birds with positive femoral head necrosis scores were created. Dysbacteriosis scores were grouped into 4 classes, with severity increasing from no dysbacteriosis to the most severe: Class 0: scores of 0; Class 1: scores of 1 and 2; Class 2: scores of 3, 4 and 5; Class 3: scores of 6 and 7; Class 4: scores of 8, 9 and 10. No birds were found to have a score of 8, 9 or 10 therefore class 4 contained no entries.

To know more, please contact Huvepharma technical team



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## PFI 35th AGM Provided an Essential Platform for Dialogue and Networking, Driving the Future of Poultry Farming in India



The Poultry Federation of India (PFI) successfully hosted its 35th Annual General Meeting (AGM) at Hotel Leela Ambience, Gurugram, yesterday. The first day of highly anticipated event brought together influential stakeholders from the poultry sector with attendance of more than 820 enthusiasts, marking a pivotal moment in the industry's calendar. The AGM featured a series of insightful sessions that addressed pressing challenges and emerging opportunities within the poultry industry. Experts, policymakers, and business leaders engaged in discussions on industry trends, technological advancements, and growth strategies to enhance the sector's resilience and innovation.

### Acute Maize shortage in President's Address

PFI President Mr. Ranpal Dhanda expressed optimism about the industry's future while acknowledging the challenges faced by farmers, particularly the acute maize shortage this year.

Highlighting PFI's proactive measures, he shared that the federation is working closely with farmers to promote maize cultivation in non-traditional areas. He also announced the formation of statewide committees to address localized issues and support farmers more effectively. "This AGM provided an essential platform for dialogue and networking, driving the future of poultry farming in India," Mr. Dhanda remarked.

### Secretary's Insights

PFI Secretary Mr. Ravinder Singh Sandhu shed light on fluctuating DDGS (Distillers Dried Grains with Solubles) prices and quality concerns, noting that manufacturers also face challenges that require immediate attention. He pointed out the growing impact of ethanol production on maize availability and quality, which has become a significant concern for both farmers and the poultry industry.

Mr. Sandhu emphasized PFI's commitment to initiatives like the "Protein for All" program and



advocated for updated insurance policies to better support farmers during crises.

### Voices from the Field

Haryana-based maize farmer Mr. Ravi Lather shared his journey of expanding his farming operations from 5 acres to 300 acres in just three years, attributing his success to collaboration with PFI. “This growth is a testament to the remarkable progress of India’s poultry industry,” he said.

### Leadership Announcements

PFI’s leadership team saw minor changes, with Mr. Ricky Thaper transitioning from Treasurer to Joint Secretary and Mr. Rahul Khatri taking over as the new Treasurer. Mr. Thaper, who has been associated with PFI for over two decades, also praised the young team at IPEMA for their successful organization of the 16th Poultry India Exhibition.

### Technical Advancements

Mr. S.K. Malhotra delivered an enlightening talk on the potential of immunotherapy in poultry farming, emphasizing its transformative impact on profitability for farmers.

### Poultry India Speaks

IPEMA President Mr. Uday Singh Bayas expressed gratitude to PFI for its unwavering support of the Poultry India Exhibition. He celebrated the event’s record-breaking attendance of over 42,000 visitors this year and invited prominent leaders, including Mr. Chakradhar Rao and TPF President Mr. Mohan Reddy, to share their experiences from the recently concluded Hyderabad expo.

### Innovative Partnerships

The event also marked a milestone partnership as PFI signed a Memorandum of Understanding (MoU) with The Energy and Resources Institute (TERI). TERI’s team of over 200 scientists is conducting groundbreaking research to develop algae that can enhance omega-3 fatty acid content in poultry manure. This innovation has the potential to reduce commercial farms’ dietary omega-3 requirements while improving overall sustainability. The day one concluded with the felicitation of bronze sponsors, underscoring the collaborative spirit of the event.

The event commenced with an insightful technical session by Mr. S.K. Malhotra, setting the tone for the day. This was followed by an impactful presentation from Dr. Lipi Saiwal, Deputy Commissioner, Department of Animal Husbandry & Dairying, Government of India.



The subsequent technical sessions delved into the future of poultry nutrition and management, with Dr. Javed Mulani addressing the critical topic of “Increasing the Share of Processed Chicken Meat.”

Dr. N.K. Mahajan, Member of the Empowered Committee for Animal Health, then presented on vital industry developments.

A key highlight of the event was the recognition of the Super Platinum, Platinum, Diamond, Gold, and Silver sponsors, who were presented with mementos in acknowledgment of their significant contributions. The attendees celebrated these sponsors’ invaluable support, which continues to drive the success of the poultry industry and the event itself.

### Strategies to Grow Egg Demand

The afternoon session centered around the growing demand for eggs in India. **Suresh Chitturi’s** presentation on “Strategies to Grow the Demand for Eggs in India” garnered considerable appreciation from delegates. This session was followed by a dynamic Panel Discussion, moderated by Mr. Nasir from India Today Kisan Tak, where leading industry experts discussed the latest trends and future strategies for poultry growth.

The event reached a notable climax with the arrival of the Honourable Minister of State for Animal Husbandry, Fisheries, and Dairying, Shri (Prof.) SP Singh Baghel Ji. “We cannot elevate one industry by destroying Another” : Prof. S.P Singh Baghel The Minister of State for Animal Husbandry echoes Poultry farmers’ demand for equitable access to maize and a balanced allocation between the poultry industry and ethanol production.

“We cannot undermine one industry to promote another; true progress lifts all hands, honors all roots, and sustains every branch of the tree.” This statement was made by Professor SP Singh Baghel in response to concerns raised by the poultry industry regarding the shortage of maize, attributed to the increased ethanol production from maize. This comment was part of the discourse during the second day of the 35th Poultry Federation of India (PFI) symposium, where the Honourable State Minister of Animal Husbandry and Fisheries was present. Professor Baghel was attentively listening to the poultry farmers’ concerns as the session began.

Mr. Ranpal Dhanda, the President of PFI, highlighted the challenges farmers face due to the scarcity of maize, which constitutes 70% of the poultry





diet. Given that feed accounts for 70% of the costs in poultry farming, the ethanol policy, which has attracted many farmers due to its lucrative prices and government subsidies, poses significant challenges. Poultry farmers are struggling to secure adequate maize, which is critical for their survival amidst the push for ethanol production.

Professor Baghel emphasized that while quality typically takes precedence, it is particularly crucial in poultry production, as high-quality maize directly influences the quality of broiler chickens. He noted that the color of the yolk is a reflection of the maize quality used. He pointed out that addressing this issue requires cooperation among various ministries, and it is necessary for all four industries to convene and discuss concerns collectively. He expressed willingness to seek intervention from the Prime Minister if necessary.

Additionally, he assured that the central government is committed to doubling farmers' incomes, inclusive of poultry farmers. Professor Baghel also stressed the importance of promoting poultry and chicken consumption among the masses.

He highlighted that misconceptions regarding chicken and eggs persist, noting that a significant portion of the population is unaware of their daily protein requirements. Many are also misinformed about unfertilized eggs, mistakenly equating yolks with chicks. Associations such as PFI should take the initiative to educate the public and progress in these areas.

Mr. Uday Singh Bayas, President of IPEMA and Poultry India, honoured the Minister with a shawl as a gesture of respect.

### Hind Poultry & PDF News Point Felicitated

Hind Poultry and Poultry Dairy & Feed News Point magazines were felicitated by PFI's core committee for their services in the field of Poultry Journalism and their global reach with reader base in more than 15 countries. Hind Publications has published more than 75 titles on Poultry and allied sciences.

The formal proceedings concluded with a heartfelt Vote of Thanks by Mr. Ricky Thaper, who expressed his gratitude to all participants, special guests, and stakeholders for their invaluable contributions.





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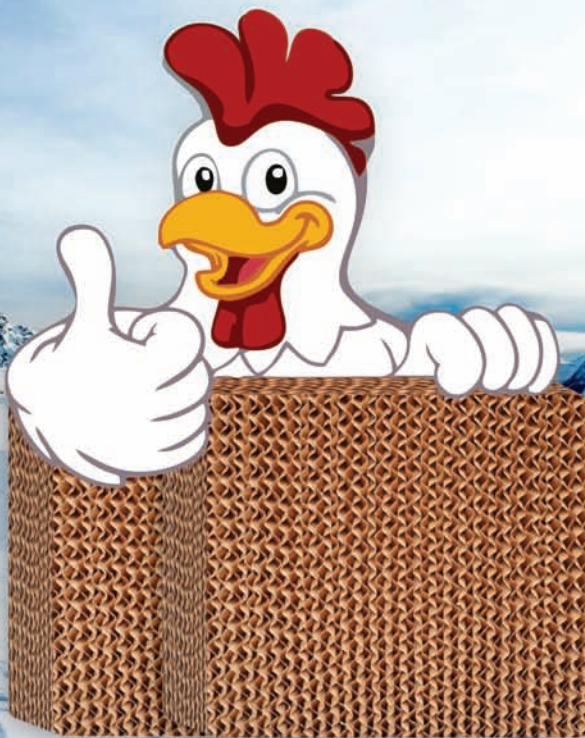


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# Our Mission is to Deliver Innovative Solutions, Build Trust with Customers and Farmers, and Contribute to the Growth of the Biotechnology and Livestock Sectors

– **Nemanja Tudorovic**

Chief Business Officer - Nuance Biotechnology

## Opening Remarks by Nemanja Tudorovic

Good evening, everyone. It's a pleasure to be here, and I'd like to thank you for organizing this press conference. My name is Nemanja Tudorovic, and I'm part of the management team at Nuance Biotechnology, a young yet dynamic company based in Switzerland. We specialize in developing and commercializing innovative feed additives, with a strong focus on postbiotics.

In 2024, Nuance Biotechnology made a strategic move by acquiring two well-established French companies, Global Nutrition International and NutriConcept. This acquisition allowed us to enhance our product portfolio, expand our R&D

capabilities, and strengthen our global presence. Today, we operate in nearly 50 countries and have significantly expanded into over 10 new markets in just one year.

Our mission is to deliver innovative solutions, build trust with customers and farmers, and contribute to the growth of the biotechnology and livestock sectors.

## Remarks by Joginder Singh Upal

Good evening, everyone. Thank you for being here and for sparing your valuable time. I am Joginder Singh Upal, and I've been serving the animal health industry for over 35 years across South Asia, Southeast Asia, the Middle East, Africa, and beyond. Currently, I am the Business Director overseeing Nuance Biotech's operations in South Asia.

We launched our operations in South Asia in June 2024 with ambitious plans to cater to this vast and diverse market. Our focus is on strategic partnerships, expanding distribution networks, and, most importantly, educating farmers and stakeholders on the benefits of our innovative products.

## Nuance Biotech's Approach to the Indian Market

Nemanja Tudorovic explained that India, with its vast potential in biotechnology and livestock, is considered a unique growth opportunity. "We see India as a continent in itself," he remarked. The company's strategy includes forging strategic partnerships, expanding distribution networks, collaborating with research institutions to adapt products to local conditions, and

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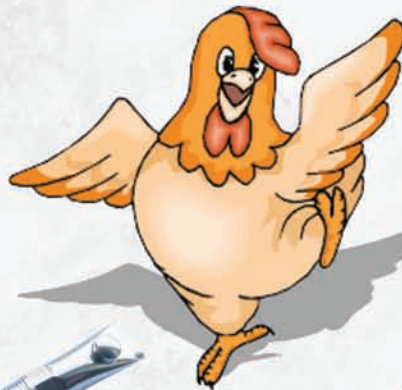


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educating farmers on the advantages of postbiotics.

Joginder Singh Upal added that the focus is on the poultry and dairy sectors, emphasizing products like Nu.biom Bos for dairy and Nu.biom Aves for poultry, which are designed to enhance resilience, productivity, and profitability at the farm level. “We aim to empower farmers with innovative solutions, backed by research and trials,” he said.

### Postbiotics vs. Other Biotics: What Sets Nuance Biotech Apart

Nemanja Tudorovic clarified that biotics includes prebiotics, probiotics, and postbiotics. Prebiotics serve as fertilizers for beneficial microorganisms, while probiotics are live organisms that positively impact gut health. Postbiotics, on the other hand, are metabolites or inactivated microbial fragments that offer benefits such as improving gut microbiota balance and nutrient utilization.

“Postbiotics are thermostable and offer unique advantages, including enhancing gut health and strengthening the gut-brain axis, which influences immunity and overall well-being,” Nemanja said, likening prebiotics to soil, probiotics



to rice, and postbiotics to rice noodles ready for consumption.

### Tailoring Products to Meet Indian Agricultural Needs

Joginder Singh Upal pointed out that tailored solutions are key to addressing challenges in both the poultry and dairy sectors. Postbiotics, such as those targeting immunity and egg quality, and mycotoxin binders like Global Fix, are designed specifically for the Indian market’s needs. By supporting farmers with data-backed, innovative solutions, Nuance aims to elevate productivity while promoting sustainability.

### Target Market Strategy: Feed Mills as Key Partners

Joginder Singh Upal revealed that feed mills are the primary focus as Nuance’s products are feed additives. Since feed represents 60-

70% of the industry’s costs, feed mills are crucial in introducing Nuance’s products into the market. Secondary targets include integrators, large-scale farmers, and layer farmers who produce their own feed.

### Innovative Products Amidst Competition

Dr. Nemanja Tudorovic emphasized that Nuance’s products stand out due to their precision production technology. From raw material selection to fermentation, every step is rigorously controlled. Their R&D-driven approach ensures high efficacy, and the company’s long-standing reputation through Global Nutrition’s experience reinforces the reliability of their products.

### Nuance Biotech’s Market Entry and Future Innovations

Dr. Nemanja explained that while Nuance began operations mid-year, the first consignment of products is scheduled to arrive soon, marking the official introduction of their solutions to the Indian market.

Joginder Singh Upal highlighted that the focus isn’t just on product launches but on comprehensive solutions that

enhance animal resilience and reduce costs. Innovations, especially around postbiotics, are being tailored to address specific market needs, focusing on improving production efficiency and sustainability.

### Long-Term Plans for Sustainability and Growth

Dr. Nemanja outlined the three-phase strategy for India: establishing partnerships, regional expansion to neighboring countries, and expanding direct sales and marketing efforts. The company aims to deepen its presence by focusing on key accounts and large-scale customers, while also engaging with media for greater awareness and product promotion.

Dr. Nemanja stressed that small farmers often struggle with disease outbreaks and profitability issues. The role of Nuance Biotech is to offer solutions that improve feed efficiency and reduce waste, helping farmers optimize their resources. However, systemic challenges require broader intervention from industry and government bodies.

### Navigating Logistics Challenges in India

Joginder Singh Upal acknowledged that logistics is an essential factor, especially when initially focusing on larger clients. However, as Nuance Biotech's operations grow, the company plans to establish a local subsidiary to improve support for smaller farmers and regions with logistical challenges.



### Customer Engagement Across Global Markets

Dr. Nemanja emphasized that understanding regional markets is essential for Nuance's tailored approach. Whether in Southeast Asia or India, the company adapts its strategies to local needs, cultures, and market structures. Global events like EuroTier, Poultry India, and the Morocco Salon highlight the company's commitment to engaging with clients and refining its offerings based on direct feedback.

### Commitment to Sustainability

Sustainability is at the core of Nuance Biotech's approach, especially in India, where environmental concerns resonate strongly. The company's solutions are designed to improve feed efficiency, reduce environmental waste, and tackle challenges like ammonia emissions in poultry and methane emissions in dairy. These innovations aim to make a meaningful impact on both animal health and the environment.

### Investing in R&D for Continued Innovation

Nuance Biotech is committed to investing nearly half a million euros in R&D next year. This investment will fund research facilities and external validation of products, including postbiotics and feed additives, ensuring continuous innovation and effectiveness in addressing the needs of global markets.

### Supporting India's Dairy Sector

Dr. Nemanja shared Nuance's strategy to support India's fragmented dairy sector, which consists largely of backyard farmers. The company plans to strengthen its distribution network through sub-distribution systems and explore innovative channels, such as veterinary shops, to connect with smaller farmers. This multi-channel approach is expected to provide effective coverage and contribute to the growth and sustainability of the dairy industry in India.

Nuance Biotech's journey is marked by strategic acquisitions, market expansion, and an unwavering commitment to delivering innovative solutions that foster sustainability, resilience, and growth. By focusing on research-driven products, educational outreach, and strategic partnerships, the company is well on its way to transforming the global biotechnology and livestock industries. 



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# Events Recap by Indian Poultry Equipment Manufacturers Association (IPEMA)

## 16th edition of Poultry India Expo, November 27 to November 29, 2024

The Indian Poultry Equipment Manufacturers Association (IPEMA) proudly concludes the 16th edition of Poultry India Expo 2024, held from November 27 to November 29, 2024, at the HITEX Exhibition Complex in Hyderabad. This flagship event, hailed as South Asia's largest poultry exhibition, attracted over 40,000 attendees, More than 400 Exhibitors which included Poultry farmers, Industry professionals, and Policymakers from around the globe. 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 Multinational delegates, with the theme "Shaping the Future of the Indian Poultry Sector." which addressed critical industry challenges such as advanced poultry nutrition, animal health, feed

technology, and disease control, with expert insights shared by global leaders. The success of this year's Expo was underscored by significant participation and enthusiasm, marking a landmark gathering for the poultry industry.

## Technical Seminar in Nashik on April 13, 2024

Leading up to the Expo, IPEMA organized several impactful technical seminars that facilitated knowledge exchange and promoted collaboration among industry stakeholders. Notably, the inaugural Technical Seminar in Nashik on April 13, 2024, brought together industry leaders and experts to address farming challenges and highlight advancements in poultry health and management. With over 700 attendees, the seminar included presentations on poultry welfare, housing, and the importance of scientific approaches in boosting egg production. An engaging panel





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discussion fostered collaboration, paving the way for innovative solutions.

### **“Meat and Poultry Industry Russia” Expo-2024, May 20 to May 22, 2024**

IPEMA also participated in the “Meat and Poultry Industry Russia” Expo in Moscow from May 20 to May 22, 2024. This event helped strengthen collaboration between India and Russia, paving the way for Indian manufacturers for entering into Russian poultry market.

### **Nepal-India Poultry International Expo-2024 on April 13, 2024**

On **June 2, 2024**, IPEMA successfully hosted the **Nepal-India Poultry International Expo-2024** in Bharatpur, Nepal. This groundbreaking event spotlighted the significance of bilateral cooperation in the poultry sector, attracting over 6,800 visitors and showcasing pioneering innovations in feed, pharmaceuticals, and equipment. Knowledge-sharing sessions, known as ‘Poultry Pathshala,’ provided valuable insights to veterinarians, farmers, and poultry technicians, reinforcing the importance of education and networking in the industry.

### **Poultry India Technical Seminar in Guwahati, Assam on July 28, 2024**



Continuing its commitment to driving progress in the poultry sector, IPEMA organized the **Poultry India Technical Seminar in Guwahati, Assam on July 28, 2024**. Drawing over 700 general visitors and 3,500 online viewers, this seminar focused on addressing India’s protein deficiency through enhanced poultry production. Key presentations highlighted the latest research in veterinary science, advances in feed quality management, and effective vaccination strategies. The seminar facilitated meaningful dialogues

between farmers and scientists, empowering attendees with actionable insights for poultry management.

### **The Poultry India Technical Seminar in Ajmer on September 28, 2024**

Most recently, The Poultry India Technical Seminar in Ajmer on September 28, 2024, further demonstrated the commitment to industry advancement. Attended by over 700 participants, the seminar featured discussions on biosecurity, disease control, and vaccination strategies. Experts from leading companies provided insights on antibiotic alternatives and technology-driven data management solutions, enhancing operational efficiency in poultry farming.

The culmination of these seminars set the stage for the successful 16th Poultry India Expo - 2024, held from November 27 to November 29, 2024.


Mr. Uday Singh Bayas, President of IPEMA, reiterated the importance of such events in promoting industry growth and collaboration, stating, "The Expo offers unparalleled opportunities for everyone to engage with the latest technologies and trends, ensuring that India's poultry sector remains competitive and sustainable."

As IPEMA looks to the future, the association remains dedicated to advocating for the poultry industry and providing pivotal platforms for networking, education, and innovation. We invite stakeholders to continue collaborating for the advancement of the poultry sector.

#### About IPEMA:

The Indian Poultry Equipment Manufacturers Association (IPEMA) drives growth and innovation in the poultry industry through education and collaboration, with its flagship event, the Poultry India Exhibition. The 16th edition, held from 26-28 November 2025 at HITEK, Hyderabad, highlights advanced technologies, equipment, and practices. It includes the Knowledge Day Seminar on 25th November, where global experts address industry challenges and advancements, fostering collaboration and solidifying India's leadership in the poultry sector.


With the new year, we aim to welcome fresh opportunities with new events showcasing the latest advancements in poultry science, benefitting the entire poultry sector.

Don't miss out! Come, participate, and be a part of the growth story. 

## PFI Team gave a Presentation on Factors which has increased in cost of Production of Eggs and Chicken



Today Poultry Federation of India Team Mr. Ranpal (Bittu) Dhanda - President, Mr. Sanjeev Gupta - Vice President (HQ), Mr. Ravinder Sandhu - Secretary, Mr. Ricky Thaper - Joint Secretary and Mr. Jagdish, Office Manager attended the meeting which was chaired by Mrs. Alka Upadhyaya (IAS) Secretary and co-chaired by Mrs. Varsha Joshi (IAS) Joint Secretary & Dr. Abhijit Mitra, Animal Husbandry Commissioner. Other senior officials of Animal Husbandry Department Dr. SK Dutta, Joint Commissioner and Dr. Gagan Garg, Deputy Commissioner were also present at Krishi Bhawan, New Delhi. Other Poultry Associations Executives were also part of this meeting.

PFI Team gave a presentation on factors which has increased in cost of production of eggs and chicken due to increase in corn rates was given to all officials. PFI Team requested Animal Husbandry Department officials to allow import of duty free GM Corn especially during the time when no new crop is arriving. It was also suggested to have BIS standards for Maize DDGS as there were quality issues of Aflatoxins. The mixing in Soybean Meal was also raised. So strict BIS standards should be implemented for Soybean Meal. It was suggested that 10% rate incentive given to Ethanol Industry manufacturing from Maize instead of rice was also raised. Other important poultry related issues discussed were that whenever the rates of Maize are 10% more than MSP then Poultry Farmers should be allowed import of maize duty free. Also there should be limit on stocks hoarding was discussed during the meeting. PFI Team dedication and commitment to the poultry industry will undoubtedly lead to great achievements. 

## Newly Elected Team of the Poultry Federation of India



Mr. Ranpal (Bittu) Dhanda - President, Mr. Sanjeev Gupta - Vice President (HQ), Mr. Ravinder Sandhu - Secretary, Mr. Ricky Thaper - Joint Secretary, Mr. Rahul Khatri - Treasurer

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## Delivering Excellence in Poultry Feed Analysis: Empowering Farmers with Advanced Technologies

By Dr. Pothanna, Technical Manager, TN South Asia

**P**oultry feed analysis is an essential aspect of the poultry industry, playing a crucial role in bird health, productivity, and profitability. By ensuring that poultry receive a well-balanced diet, feed analysis helps optimize growth rates, egg production, and overall health, ultimately contributing to the success of poultry farming. However, several challenges can affect the accuracy and effectiveness of feed analysis, leading to adverse effects on poultry performance.

One of the key challenges in poultry feed analysis is nutrient imbalances. Incorrect levels of protein, energy, vitamins, and minerals in the feed can result in poor growth, low egg production, and various health problems in poultry. Proper formulation and regular analysis are necessary to avoid such imbalances and ensure that poultry receive the right nutrition for optimal performance.

Another significant concern is mycotoxin contamination. Mycotoxins, such as aflatoxins and ochratoxins, are toxic compounds produced by fungi in contaminated feed ingredients. These toxins can severely compromise liver health, immune function, and overall productivity, making it vital to monitor feed for mycotoxin contamination and use appropriate mitigation strategies like binders to safeguard poultry health.

Poor feed storage is another critical issue that can negatively impact feed quality. Inadequate storage conditions, such as exposure to moisture or high temperatures, can lead to spoilage, nutrient degradation, and increased contamination risks. Proper storage practices are essential to maintaining feed quality and ensuring that poultry receive the full nutritional

benefit from their feed.

Finally, water quality is often overlooked but plays a vital role in poultry health and feed utilization. Suboptimal water quality can hinder digestion, reduce feed intake, and negatively affect overall bird health. Regular monitoring and management of water quality are necessary to ensure that poultry are properly hydrated and able to efficiently process their feed.

Traditional feed analysis methods can be time-consuming, making it difficult to quickly address feed quality issues. Embracing newer technologies is essential for improving efficiency. Trouw Nutrition offers advanced solutions that provide faster, more accurate results, enabling timely adjustments to feed formulations. Their innovative tools, like real-time mycotoxin detection and automated nutrient analysis, help optimize poultry health and productivity. By addressing these challenges through regular feed analysis and proactive management practices, poultry producers can enhance the health and productivity of their birds, ultimately improving profitability and sustainability in the industry.

### Advanced Feed Analysis Services

#### 1. dNIR Technology : Precision at Your Fingertips

The dNIR (dynamic Near Infrared Reflectance) technology is a game-changer in feed analysis. This portable, on-site tool delivers rapid and precise nutrient profiling of feed ingredients and finished feed. Key features and benefits include:

Technique	Principle	Applications	Advantages	Specificity	Sensitivity
TLC	Chromatographic separation on a solid surface.	Preliminary screening.	Simple, low-cost, minimal equipment required.	Moderate (qualitative, broad analysis)	Low (poor detection limits)
ELISA	Immunoassay using antibodies for detection.	Detecting specific toxins.	Specific, cost-effective, easy to perform.	High (specific antibodies for target toxins)	Moderate (sensitive for known targets)
LC-MS	Chromatographic separation + mass spectrometry.	Complex, polar samples (e.g., mycotoxins).	Highly sensitive and precise.	Very high (identifies compounds by mass/structure)	Very high (low detection limits)
GC-MS	Chromatographic separation + mass spectrometry.	Volatile compounds (e.g., aflatoxins).	Highly sensitive for volatile compounds.	High (effective for volatile compounds)	High (low detection limits)
HPLC	Chromatographic separation using liquid phase.	Polar and non-volatile compounds.	Suitable for various compounds.	Moderate to high (polar compounds)	Moderate (lower sensitivity than LC-MS)
Lateral Flow	Immunoassay using antibody-coated particles.	On-site screening of mycotoxins.	Rapid, portable, cost-effective.	Moderate (specific for known toxins)	Low (qualitative or semi-quantitative)

- **Real-time Results:** Obtain nutrient profiles such as moisture, protein, fat, and fiber content within minutes.
- **Enhanced Accuracy:** dNIR ensures reliable data, helping farmers fine-tune feed formulations to meet specific nutritional requirements.
- **Cost Efficiency:** Reduces dependency on external laboratories, saving time and resources.



generally less volatile compared to non-polar toxins. Because they are more stable in aqueous solutions and do not easily vaporize, they tend to be more persistent in the environment and are typically detected through liquid-based analytical techniques.

## 2. Mycotoxin Analysis

Mycotoxins are toxic compounds produced by fungi that exhibit a high degree of polarity. This polarity arises from regions of partial positive and negative charges within their molecular structure, typically due to the presence of functional groups such as hydroxyl (-OH), carboxyl (-COOH), or ketone (C=O). These functional groups enable

mycotoxins to interact with water molecules via hydrogen bonding, making them soluble in water and other polar solvents

One of the key characteristics of polar toxins is their high solubility in water. Due to their ability to form hydrogen bonds with water molecules, these toxins tend to dissolve easily in aqueous environments. This property makes them more amenable to extraction using water-based solvents and subsequent analysis.

Additionally, polar toxins are

Non-polar mycotoxins lack significant dipoles, meaning they do not have distinct positive and negative charge regions. As a result, they are hydrophobic (water-insoluble) and do not dissolve in water. Instead, they are more soluble in non-polar solvents like hexane, chloroform, and oils. These toxins are typically more volatile than polar ones, meaning they can evaporate more easily. Additionally, non-polar mycotoxins are more likely to accumulate in fatty tissues within animals or humans due to their affinity for lipids.



## Trouw Nutrition -Services



NOA-F series



Mycomaster



MDS



Selko Inline

Non-polar toxins can be detected using various methods, such as TLC, HPLC, ELISA, and GC-MS, with GC-MS being considered the gold standard. This is because GC-MS offers unmatched sensitivity, accuracy, and the ability to precisely identify and quantify non-polar toxins. It separates compounds based on their volatility, confirming the presence of these toxins even at very low concentrations, making it the ideal method for detailed analysis.

While GC-MS is the most reliable method, other techniques like TLC are useful for initial screenings. TLC is cost-effective and fast but lacks the precision and sensitivity that GC-MS provides. HPLC and ELISA are also used, but they offer less sensitivity and are not as reliable for confirming the presence of non-polar toxins in complex samples.

### 3. Moisture dosing System in Feed Mills

A moisture dosing system in feed mills is an advanced solution designed to precisely apply liquid additives for improved feed production. It ensures accurate dosing and uniform distribution of essential liquids, enhancing batch consistency and optimizing moisture levels, which is critical for achieving the desired feed quality. Proper moisture optimization improves pellet durability, reduces fines, and minimizes energy consumption during production. Additionally, by maintaining optimal moisture levels, the system helps control mold growth, thereby reducing the risk of mycotoxin contamination. This

contributes to safer feed, enhanced livestock health, and compliance with regulatory standards, making the moisture dosing system an indispensable tool for modern feed mills.

### 4. Water Analysis and Microbiological Testing for Animal Health

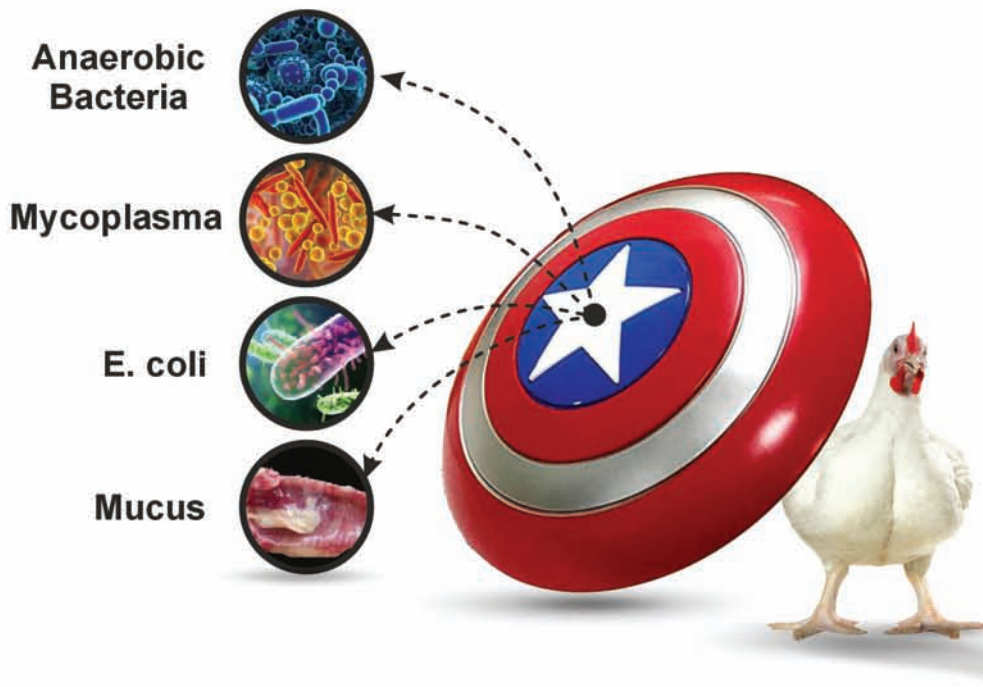
Regular water testing and microbiological checks are very important for keeping animals healthy and safe. Water analysis checks things like pH, alkalinity, hardness, TDS concentration, and harmful substances to make sure the water is safe for animals to drink. Microbiological testing looks for organisms like bacteria, fungi, and Molds that can harm animals. These tests help prevent diseases by finding germs like E. coli and Salmonella. Keeping water quality high with these tests is key to protecting animal health, preventing contamination, and meeting safety rules.

### Conclusion

Trouw Nutrition provides solutions to improve poultry health and productivity. The NOA-F Series optimizes feed formulations, while Mycomaster detects mycotoxins like aflatoxins. The Moisture Dosing System (MDS) ensures proper feed moisture, and SELKO Inline monitors water quality for better feed efficiency. Their Customer Service Laboratory offers feed testing and analysis, and Microbial Analysis ensures safe feed and water. These services help farmers boost poultry health, productivity, and sustainability. 🏠

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Ravioza Biotech conducted an interactive seminar in Lucknow on 20<sup>th</sup> Dec 2024 at Hotel – The Centrum, Golf City Lucknow. The speaker was Dr

Jeetendra Varma, President, World Veterinary Poultry Association (India) and Country Lead, International Poultry Council (USA). He spoke about current poultry industry scenario, challenges and the future opportunities. He emphasised on AMR issue, its scenario in India, Govt. initiatives around AMR and One Health, Alternatives to antibiotics, Govt initiatives and support to help the farmers etc. He also elaborated the Govt schemes available to farmers to scale up their operations like NLM, AHIDF etc.

Zonal Manager, Dr Prakash Singh welcomed the participants and

## RAVIOZA BIOTECH Organized Seminar at Lucknow

Dr Jeetendra Varma. He introduced the Ravioza team supporting the event, Pankaj Gawali, Komal Singh and Satendra Bahadur Singh.

The response to the seminar was excellent and was very well attended by 65 leading entrepreneurs, feed millers, integrators, large farmers, consultants, nutritionists and industry stalwarts. The guests came from different parts of the area, specially from Lucknow, Jagdishpur, Akbarpur, Barabanki, Bahraich, Sitapur, Pratapgarh, Ayodhya, Hardoi, Unnao and surrounding areas of Lucknow.

Major integrators of U.P like Salva Agro, RK Agro, KS Agro, SBF Grou, GT Krishak, KP farms, SMBD group, Mustkeem Poultry, Murga hub and

many more attended the seminar.

Leading breeders of Uttar Pradesh like Shweta Breeding Farms (Dr Pawan Singh), Pratap Breeding Farm (Mr Abhimanyu Pratap Singh), Krishna Breeding Farm (Mr Shekhar Singh), HFBreeding Farm (Moh. Mahfooz), Salva Breeding Farm (Moh. Mahboob) graced the occasion. Leading veterinarians from different groups & Nutritionist Dr Praveen Singh, Dr Jaiswal, Dr Rakesh Verma also share their thoughts on current scenario of poultry industry.

Dr Arvind Singh proposed words of thanks to all the guests, consultants, Nutritionist and local people for sparing their valuable time and making the event a grand success. Special thanks are due to Dr Pawan Singh for supporting the local team and assuring the success of event. Dr Badal Singh came from Chandigarh to attend the event.





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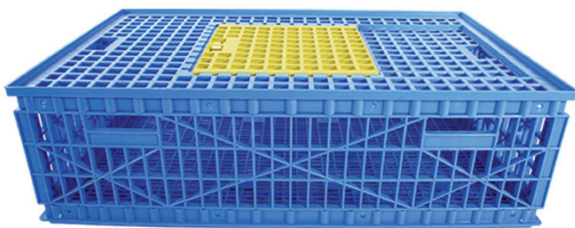
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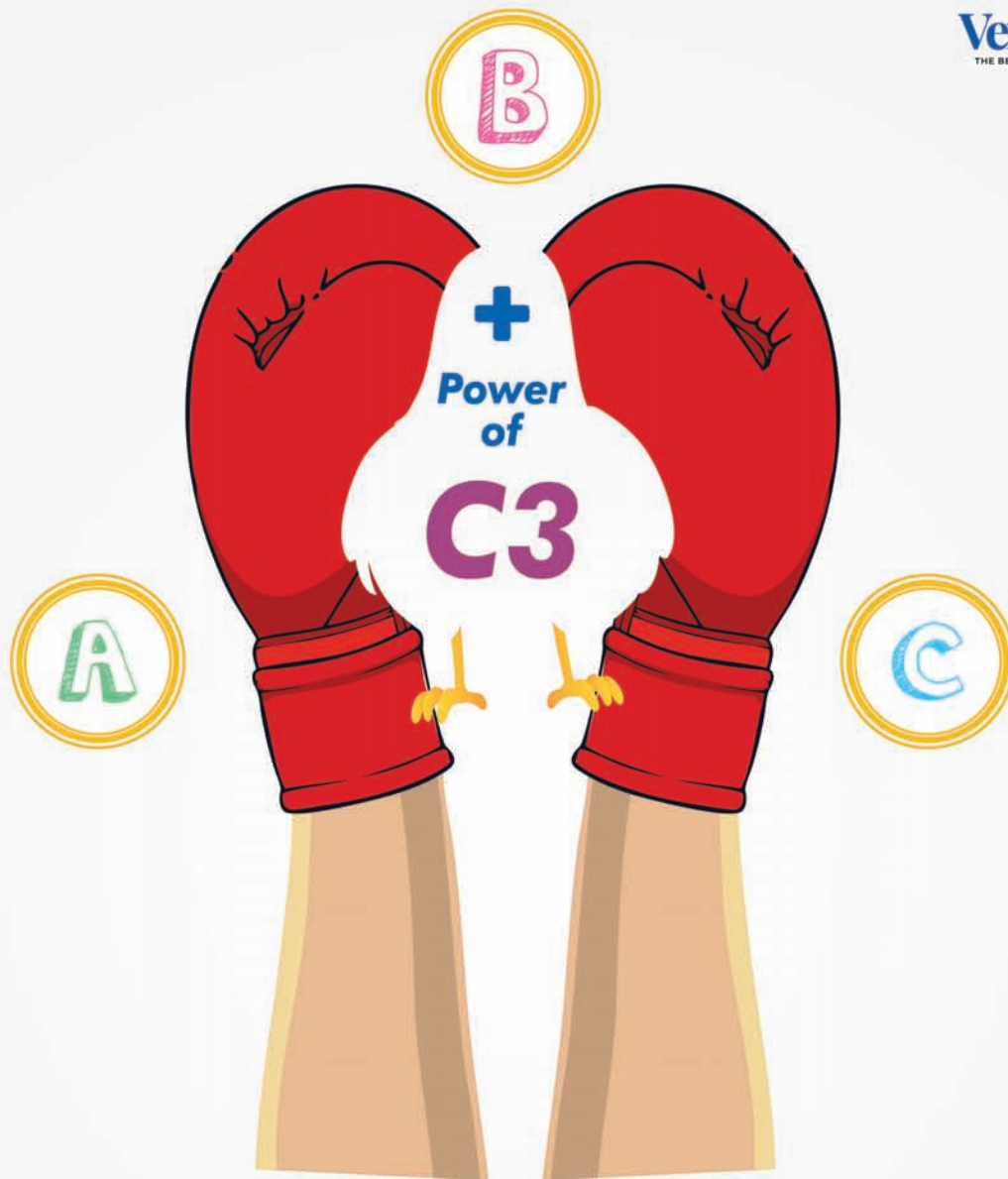
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