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Vol. XXIII March 2025 No. 9



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March 2025

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Nuance Biotechnology & Global Nutrition International at WPSA Dhaka 2025



Nuance Biotechnology, a global leader in advanced biotechnology solutions, recently participated in WPSA Dhaka 2025 at BCFEC, Purbachal, Dhaka, Bangladesh. The event provided an invaluable opportunity to engage with industry leaders, partners, and innovators, fostering discussions on the future of animal production & resilience.

Mr. Joginder S. Uppal, Business Director of Nuance Biotechnology and Global Nutrition International, showcased the company's cutting-edge solutions designed to enhance productivity in poultry, sustainability, and operational efficiency.



The event served as a key platform to connect with professionals in the poultry industry, demonstrating advanced feed additives, biosecurity solutions, and performance-enhancing technologies. Attendees, including poultry farmers, feed millers, and industry experts, from South East Asia, including India too, visited the Nuance booth to explore solutions and engage in meaningful discussions on optimizing farm operations.

Nuance Biotechnology is dedicated to developing innovative feed additives that improve nutrient utilization, boost animal resilience, and enhance overall well-being. Our solutions focus on increasing productivity, reducing operational costs, and minimizing environmental impact illustrated Mr. Uppal. He further stated

We were honored to participate in WPSA Dhaka 2025 and share our advancements with the poultry community. Our commitment to providing science-backed solutions for efficiency and sustainability remains steadfast. We look forward to meeting you at VIV Asia 2025 in Bangkok. 🇮🇳

Some of the Many Advantages of Consuming EGGS as a Part of Regular and Balanced Diet



Eggs have long been a topic of debate in the world of nutrition. People now see them as a rich source of essential nutrients. Let us know some of the many advantages of consuming egg as a part of regular and balanced diet.

Nutritional benefits of eggs

Eggs are packed with essential nutrients, including high-quality protein, vitamins (B12, D, and A), minerals, and antioxidants like lutein and zeaxanthin, which support eye health. Unlike some protein sources, eggs are low in fat, making them an excellent option for balanced nutrition. Their affordability also makes them an accessible protein source, especially for older adults who need high-protein diets to maintain muscle mass.

So, are eggs good or bad for you?

Eggs are a highly nutritious food that can be safely consumed in moderation. The latest research suggests that eggs are not as harmful as once believed, and when consumed as part of a balanced diet, they can be a valuable source of nutrition. You might have heard that eating too many eggs will cause high cholesterol levels, leading to poor health. A new study suggests that even among older adults, eating eggs supports heart health and even reduces the risk of premature death. 🇮🇳

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National Workshop and Stakeholder Discussion for Shaping the Future of India's Meat and Poultry Sector was Organized at ICAR-NMRI, Hyderabad

A National workshop on “Breakthroughs in Meat and Poultry Packaging and Shelf-life: Best Practices and Industry Standards” was organised at ICAR-National Meat Research Institute, Hyderabad on 12th February, 2025. Bringing together stakeholders including regulators, exporters, standard-setting bodies, integrators, unicorns, and start-ups, the workshop focused on revising relevant Indian standards and guidelines to enhance the retail ecosystem for meat and poultry, boosting both domestic and export market opportunities. Dr. Raghavendra Bhatta, Deputy Director General (Animal Science), ICAR, New Delhi, inaugurated the workshop. Dr. S.B. Barbuddhe, Director of ICAR-NMRI and Dr. Naveena, B.M., ICAR-National Fellow and the convenor, officials from DAHD, FSSAI, APEDA were also present. The consultative meeting and the workshop was chaired by Prof. P.K. Shukla, Chairman of FSSAI’s Scientific Panel



on Meat and Poultry. More than 81 participants including representatives from 15 Industries have participated in the workshop.

Role of Food safety and standards authority of India (FSSAI), Department of Animal Husbandry & Dairying (DAHD), Agricultural and Processed Food Products Export Development Authority (APEDA), Export Inspection Agency (EIA) and other line departments, R & D institutions. Validation studies, consultancy, healthy & hygienic meat concept, clarity on shelf-life and labelling guidelines, initiatives for auto-license in FSSAI, need for food


grade materials in packaging, need of education and training of all stakeholders, prioritizing stake holder meet before publishing standards and guidelines, need for ruling out misconception among public, government initiatives and approach towards solving stakeholder issues were highlighted and discussed.

The workshop provided an insightful discussion on the latest advancements in meat and poultry packaging, regulatory challenges, and industry best practices. Experts from regulatory bodies, industry, and academia emphasized the need for clear regulations, adoption of innovative packaging solutions, and enhanced food safety measures to strengthen India’s meat sector. By embracing evolving standards and circular policies, a resilient and eco-friendly ecosystem that benefits all stakeholders may be created. Extending shelf-life not only ensures the safe delivery of essential commodities but also supports a sustainable future for both

processors and retailers, paving the way for enhanced nutritional security.

Salient points for consideration by FSSAI, Govt. India and Bureau of Indian Standards (BIS)

Food safety and standards (Food products standards and additives) Regulations, 2011

1. Revisiting the definition of fresh or chilled or frozen poultry meat to harmonize with internationally recognized standards.
2. Request for deletion of 2-4 days shelf-life for meat/poultry under normal chilling conditions (0-4 °C) in the FSSAI Standards and inclusion of the same in the Guidance Document as there is no generic method to estimate and set food shelf-life and the responsibility for food safety rests with food business operators.
3. Development of standards for vacuum packed chilled meat or superchilled meat and poultry with enhanced shelf-life.
4. Development of standards with improved shelf-life under vacuum skin packaging, heat shrink packaging or modified atmospheric packaging of meat and poultry under chilling and superchilling conditions.
5. Reevaluating the shelf-life of frozen water buffalo meat based on global guidelines for frozen beef.
6. Clarity on labelling guidelines for meat and poultry products and use of term "meat" 

Srinivasa Farms Makes Strong Impact at Coimbatore Poultry Expo 2025



Srinivasa Farms, a leading name in the Indian poultry industry, successfully participated in the Coimbatore Poultry Expo 2025, held from February 21 to 23 at Codissia Trade Fair Complex, Coimbatore.


The Srinivasa Farms stall witnessed a tremendous response, attracting over 20,000 visitors including poultry farmers, veterinarians, industry professionals, and business delegates. Visitors from Tamil Nadu, Karnataka, Kerala, Andhra Pradesh, and Telangana showed great interest in Srinivasa's wide range of products, including:

- Hy-Line W-80 India Layer - Premium layer breed for efficient egg production
- Srinivasa Hy-Line Brown - Trusted for high-quality brown egg production
- Ross 308 AP Broiler - A performance-driven broiler breed

- Srinivasa Poultry Feed - Quality feed for layers and broilers
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The participation was led by:

- Mr. Senthil Krishnan - Business Head, Layer Division (India)
- Dr. Ravindran - Technical Expert, Hy-Line Division
- Mr. Sridharbabu - Senior Manager, Media Corporate communication
- Supported by dedicated Doctors Team and Sales Team

The enthusiastic response at the expo reflects the trust and confidence poultry farmers place in Srinivasa Farms' products, technical expertise, and farmer-friendly approach. The event served as an excellent platform to strengthen relationships with existing customers and explore new opportunities across South India. 





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Indian Poultry Equipment Manufacturers Association & Poultry India's Participation in the 11th Kolkata International Poultry Fair 2025

The Indian Poultry Equipment Manufacturers Association (IPEMA) proudly participated in the recently concluded 11th Kolkata International Poultry Fair 2025, held from February 11th to 14th, 2025, at the Biswa Bangla Exhibition Center, New Town, Kolkata. Organized by the West Bengal Poultry Federation in association with the Animal Resources Development Department, Government of West Bengal, the event served as a pivotal platform for industry stakeholders, fostering innovation and collaboration within the Eastern Indian poultry sector.

IPEMA's Commitment to Industry Growth and Innovation

IPEMA's active participation in the Fair reflects its ongoing commitment to expanding its presence and impact in Eastern India. Speaking at the event, Mr. Uday Singh Bayas, President of IPEMA, lauded the West Bengal Poultry Federation for organizing a remarkable fair!

"The Kolkata International Poultry Fair has long stood as a beacon of progress, bringing together stakeholders to explore the latest technological advancements, address challenges, and seize new opportunities. Events like these not only enhance knowledge exchange but also contribute significantly to the sustainable development of the poultry sector," said Mr. Bayas.

Reflecting on the success of Poultry India Expo 2024, held in Hyderabad, which saw over 400 exhibitors and more than 40,000 visitors from over 50 countries, Mr. Bayas emphasized the importance of biosecurity, sustainable practices, and global collaboration in shaping the future of poultry farming. IPEMA is confident that the 11th Kolkata International Poultry Fair 2025 will further strengthen these ideals, fostering growth and innovation within the sector. He also called upon everyone to visit the 17th edition of Poultry India Expo 2025, November 26-28, 2025, at Hitex Hyderabad, which has much more to offer to the world of poultry this year.





A Platform for Innovation and Knowledge Exchange

The Fair featured Novacon, a full-day seminar on February 11, 2025, at Biswa Bangla Convention Center, where global experts discussed trends in poultry farming, biosecurity, and technology. The IPEMA team, led by President Mr. Uday Singh Bayas, also met with Shri Swapan Debnath, West Bengal's Minister for Animal Resources Development, to emphasize industry advancement and collaboration.

YEP! - Shaping the Future of Poultry

The Young Entrepreneurs of Poultry (YEP!), an offspring concern of IPEMA, had a notable presence at the fair. Represented by Ms. Kranti Potluri, Mr. Devendra Garware, and Mr. Shubham Raj Singh Bayas, the YEP! team engaged with the media to share their vision and aspirations for the future of the poultry industry. In their interactions, they emphasized the importance of technological advancement and innovation in the sector, outlining their plans to contribute to its growth. YEP!'s participation at the fair symbolized IPEMA's forward-looking approach and its commitment to nurturing the next generation of poultry industry leaders.

Strong Representation from IPEMA Members

IPEMA was well represented at the exhibition, with several members showcasing cutting-edge equipment and technology. Prominent exhibitors included:

Chak Rader Farm Equipments Pvt Ltd, Chishtiya Poultry Services Private Limited, Dhupal Industries India Pvt Ltd, Diamond Incubators Overseas Inc, Gartech Equipments Pvt Ltd, Karamsar Poultry Equipments, Metplast Industries, Omega Weldedmesh Co Pvt. Ltd, Quality Systems And Equipments Private Limited, Sai Durga Industries, Sai Krishna Plastic Industries, Sri Sai Poultry Equipments, Vijay Raj Poultry Equipments Pvt Ltd. Additionally, several IPEMA members participated through a common IPEMA stall, reinforcing the association's collaborative spirit. These members included:

Asian Poultry Equipments, Dhopeswar & Sons, Shiva Poultry Equipments

Industry Leaders Honoured by IPEMA

A major highlight of the event was the felicitation of distinguished industry experts by IPEMA, in

recognition of their contributions to the poultry sector. The honourees included:

Dr. Jeetendra Verma - President, World Veterinary Poultry Association, India. Who inaugurated the IPEMA stall at the fair, Shri Bahadur Ali - Chairman, IB Group, Shri O. P. Singh - Managing Director, Huvepharma, Shri Madan Mohan Maity - Chairman, 11th Kolkata International Poultry Fair 2025, Shri Nirendra Kumar Das -General Secretary, Poultry Development Forum, Assam, Dr. Kabin Chandra Nath- President, Poultry Development Forum, Assam, Shri Swapan Das- North East Zone Incharge, Eastern India Poultry Development Forum, Shri T Kunjey Singh- General Secretary, All Manipur Poultry Farmers & Traders Association, Shri Ajoy Chakraborty- Secretary, Tripura Poultry Development Forum, Shri Charnjeet Singh - President, North India broiler producers' association, Shri Parveen Nain - Vice Chairman, Broiler Breeder Association North, Additionally, students from eminent educational institutions, along with their faculties, engaged with industry experts and IPEMA members to update their knowledge on the latest advancements in poultry farming. This interaction served as an enriching experience for aspiring professionals looking to enter the industry.

IPEMA extends its sincere appreciation to the West Bengal Poultry Federation and the Animal Resources Development Department, Government of West Bengal, for orchestrating a successful event. IPEMA remains committed to furthering the advancement of India's poultry sector through technology, sustainability, and knowledge-sharing initiatives.

As South Asia's Biggest Poultry Event, the 17th edition of Poultry India Expo 2025 is a must-attend event for poultry farmers, industry leaders, technology providers, and policymakers. Whether you're looking to expand your network, explore the latest innovations, or gain insights into the future of poultry farming, this event is the ultimate destination. Mark your calendars for November 26-28, 2025! This is not just an event; it's a movement towards a more sustainable, efficient, and technologically advanced poultry industry. Be part of the change and witness the transformation of the global poultry sector firsthand. 





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Ecolex Animal Nutrition hosted a 1-Day International Technical Forum in Bangkok on 11th March

Ecolex Animal Nutrition hosted a 1-Day International Technical Forum in Bangkok on 11th March which coincided with its 20th Anniversary and also at the pre-ve of VIVASIA 2025, at Hotel Holiday Inn. The recently concluded technical seminar brought together global experts to discuss the latest advancements in animal nutrition, sustainable production, and innovative feed solutions. Hosted by EAN, Singapore, the seminar aimed to address pressing challenges in the poultry, livestock, and aquaculture industries, providing insights into future trends and cutting-edge research.

Opening Address

Mr. Edward Manchester, Global Commercial Director - EAN, Singapore, set the tone for the seminar by emphasizing the need for sustainable and innovative strategies to navigate the evolving landscape of animal production. His address underscored the importance of scientific advancements in ensuring



efficient and responsible livestock production practices.

Growth Trajectory of Production Towards 2030

Dr. Carmelo Ferlito, CEO, an Economist at the Center for Market Education, Malaysia, provided an economic outlook on the global animal production industry. He highlighted market trends, policy implications, and the anticipated growth trajectory leading up to 2030. His analysis suggested that

sustainability and technological interventions will play crucial roles in shaping the future of animal agriculture.

Sustainable Nutritional Interventions

Dr. Mike Button from Veterinary Health International, UK, shared his expertise on nutritional interventions for sustainable production. He outlined strategies to optimize feed formulations while reducing environmental impact, ensuring that producers meet growing global protein demands efficiently.





Lipid Nutrition in Animal Health and Productivity

Prof. Julian Wiseman of the University of Nottingham, UK, delved into the role of lipid nutrition in improving animal health and productivity. He presented findings on how targeted lipid supplementation enhances growth performance, immune function, and overall efficiency in monogastric and ruminant species.

Monogastric Nutrition Innovations Advanced Lipid Nutrition for Formulation Optimization

Prof. Julian Wiseman highlighted how precision lipid formulation can improve feed conversion efficiency and reduce dependency on traditional fat sources.

Addressing Antibiotic Resistance in Poultry and Swine

Dr. Mike Button discussed emerging threats of antibiotic

resistance and alternative nutritional strategies, including probiotics and phyto-genic feed additives.

Gastrointestinal Health Management through Nutrition

Ms. Chia-Ning Lee from EAN, Taiwan, presented novel nutritional approaches to enhance gut microbiota balance, reducing the risk of enteric diseases.

Emulsification Strategies for Growth Optimization

Dr. Josh Chiu of EAN, Singapore, introduced innovative emulsification technologies to maximize nutrient absorption and promote rapid growth in monogastric animals.

Ruminant Nutrition and Sustainability

Methane Mitigation Strategies

Dr. Josh Chiu discussed research-backed solutions to reduce methane emissions, a critical aspect of sustainable ruminant production.

Managing Negative Energy Balance in Ruminants

Dr. Osamu Sunaga of EAN, Japan, addressed the issue of energy deficiency in high-producing dairy



cows and ways to optimize energy supply through nutrition.

Lipid Nutrition for Ruminant Performance

Dr. Josh Chiu provided insights into the role of advanced lipid nutrition in enhancing productivity and improving reproductive performance in ruminants.

Application of Rumen Bypass Fats

Ms. Chia-Ning Lee shared new research on how bypass fats can boost milk yield and quality, presenting case studies from large-scale dairy operations.



Aquaculture, Pet, and Insect Protein Innovations

Advanced Lipid Nutrition in Aqua and Pet Feed

Dr. Piet Verstraete from 4Sea Consulting explored the use of specialized lipids in optimizing fish and pet food formulations.

Emulsification for Growth Maximization


Dr. Josh Chiu demonstrated how emulsification technology enhances feed efficiency in aquatic species.

Health Challenges in Aquaculture

Dr. Piet Verstraete addressed major health concerns in aquaculture and how nutrition-based solutions can mitigate disease outbreaks.

Integrating Insect Protein into Feed

Ms. Stefanie Moller from 4Sea Consulting showcased the potential of insect-based proteins as a sustainable alternative in animal and aqua feed, reducing reliance on traditional protein sources.


The seminar successfully provided attendees with a comprehensive overview of the latest innovations in animal nutrition and sustainable production. With a focus on lipid nutrition, antibiotic resistance, gastrointestinal health, and emerging feed technologies, the event reinforced the industry's commitment to scientific advancements and sustainable practices. These insights are set to play a pivotal role in shaping the future of animal agriculture, ensuring efficiency, productivity, and environmental responsibility. 

Poultry India Celebrates World Protein Day: Encouraging Indians to Prioritize Protein-Rich Diets with Chicken and Eggs



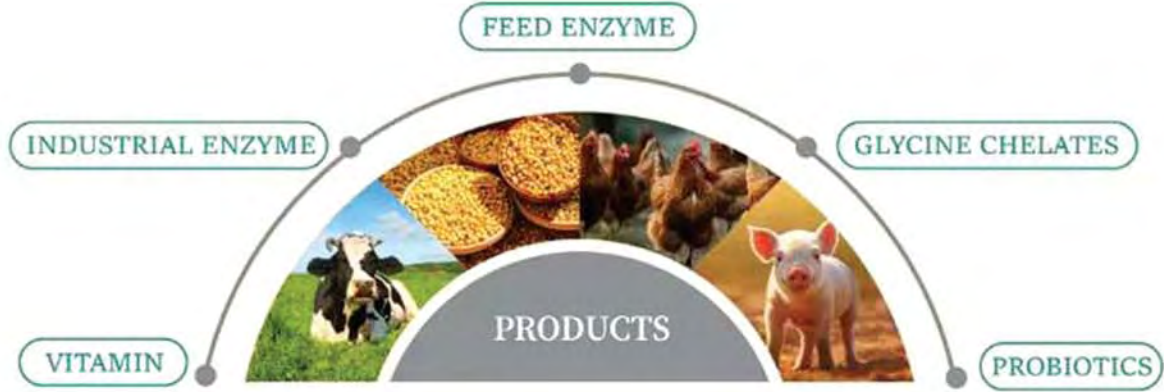
Poultry India/Indian Poultry Equipment Manufacturers Association (IPEMA) celebrates World Protein Day, we're reminded of the critical role protein plays in our lives. Protein is the building block of our bodies, essential for growth, repair, and maintenance. Yet, despite its importance, protein deficiency remains a stark reality in India. A staggering 73% of Indians suffer from protein deficiency, with 17% of the population struggling with underweight issues. The consequences are far-reaching, from impaired growth and development to weakened immune systems and increased risk of chronic diseases. So, what's the solution? The answer lies in making protein a priority in our diets. The National Institute of Nutrition (NIN) recommends a daily protein intake of 0.8-1g per kg of body weight. For physically active individuals, an additional 20-30g of protein per day is recommended.

Fortunately, there are affordable and accessible protein sources available. Eggs, for instance, are an excellent source of protein, containing all essential amino acids. One medium egg provides 6g of protein, making it an ideal addition to a balanced diet. Chicken, too, is a lean protein source rich in protein, iron, zinc, and B vitamins. "Many Indians prioritize carbohydrates over protein, believing that a full stomach is synonymous with good health," said Uday Sing Bayas, President for Poultry India/IPEMA. "However, this couldn't be further from the truth. Protein is vital for building and repairing tissues, producing enzymes and hormones, and maintaining a healthy immune system." Poultry is an excellent source of protein, rich in essential amino acids, vitamins, and minerals," added Bayas. "Moreover, poultry farming in India follows best practices, ensuring that consumers have access to safe, healthy, and affordable protein."

Noted nutritionist Pooja Makhija emphasizes the importance of eggs and chicken in bridging India's protein gap. "I recommend consuming 5-6 eggs per week and incorporating chicken into your diet to meet your daily protein requirements." This World Protein Day, let's pledge to prioritize protein in our diets. Let's make informed choices, explore affordable options, and work together to unlock India's full potential. 



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VIV Asia 2025 Concluded with Thumping Success in South East Asia

VIV Asia 2025, a major international trade show for the animal protein production and processing industry, concluded with thumping success in Bangkok, having a record breaking enthusiastic visitors from across the globe. Day 1st also saw a major development when VNU Europe, the international division of Royal Jaarbeurs, and organizer of VIV Worldwide, announced VIV SELECT INDIA in partnership with the Poultry Federation of India, catering to the Indian animal protein and livestock industry. The event will take place in April, 2026, at the Yashoboomi Convention Centre in New Delhi, India. As per organizers, the decision to launch VIV Select India was driven by strong industry support and strategic partnerships. Mr. Ranpal Dhanda, President of the Poultry Federation of India (PFI), expressed his enthusiasm for the collaboration: We are excited to partner with VNU Exhibitions Europe to bring VIV Select India to life. With this partnership, we are confident in delivering a world-class exhibition in the heart of India's capital, creating an essential platform for the poultry and livestock industry. The launching event of VIV

SELECT INDIA was also addressed by Mr. O. P. Singh, Managing Director of HUEVPHARMA, Dr. Shirish Nigam, president INFAH and Mr. D. K. Gulati, president of CLFMA in the presence of representatives from team VIV Europe, VIV Asia Pacific and Indian Poultry industry.

The exhibitors represented from more than 40 countries, almost half are from Asian, while the remaining half are joining among others with international pavilions from regions such as France, the USA, South Korea, Taiwan, the UK and India. With more than 40,000 attendees, the event cemented its position as Asia's largest trade show for the livestock, aquaculture, agriculture, and food processing industries. Apart from the showcases, the event hold over 150 seminars, led by 300 industry experts, addressed numerous topics like livestock disease management, food safety, aquafeed extrusion and best aquaculture practices, biotechnology innovations, biosecurity, regenerative and sustainable agriculture.


The livestock and agriculture sectors are vital to Thailand's economy, with the country's agricultural market expected to be valued at USD 28.91 billion by 2025, growing at an annual rate of 0.28% through 2029. Meanwhile, the livestock sector alone is set to grow by 2.7%, contributing to the overall agricultural GDP. Across the Asia-Pacific region, and more particularly in Southeast Asia, the agribusiness market is expected to achieve a 6.0% CAGR, reaching USD 531.88 billion in 2024 underscoring the region's significance as a global livestock and agricultural hub.



Hind Poultry & PDF Newspoint Largest Circulating Magazine from South East Asia participated in VIV Asia 2025 as Exhibitor




VIV Asia 2025 has Comprehensive covered across species, including red meat, poultry, swine, dairy, aquaculture, and eggs, featuring technologies from feed ingredients and animal health to breeding, farm management, and processing. This edition's key themes focus on disease management and prevention, biosecurity, sustainable protein production and regenerative agriculture among others.

Meat Pro Asia: Cutting-edge solutions in food engineering, meat cutting, cold chain logistics, and packaging to streamline food production. While; Horti Agri Next Asia: A spotlight on regenerative agriculture, showcasing technologies for both horticulture and crop farming, connecting agriculture with the livestock sector. 



Hind Poultry and PDF News Points the largest circulating magazines from India and the largest publishers of books on poultry in India also showcased their books and attracted large number on enthusiastic visitors choosing the books of their choice. Earlier on the day, 3 newly published books were released by Mr. O. P. Singh and Mr. S. K. Malhotra, Mr Joginder Singh Uppal from our booth. Our next destination will be VIV TURKEY in Istanbul from 24 to 26 November.

Visit our booth Number Hall 8 - C78 



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Safe Feed For Safer Food

By **Dr. Maloshrie Bora**

Program Manager, Feed Safety,
Trouw Nutrition South Asia

In the world of animal agriculture, ensuring the health and productivity of livestock is crucial not only for the success of the farming industry but also for the safety of the food supply chain. One critical aspect of this process is the quality of animal feed. Feed is an integral part of the food chain, and its safety has been recognised as a shared responsibility. Feed, which includes a mix of raw materials such as grains, protein sources, and additives, must be safe, nutritious, and free of harmful contaminants. Poor feed quality, contamination with mold, and the presence of mycotoxins can lead to various health issues for animals and humans alike, ultimately compromising the entire food production process.

This article explores the importance of safe feed, efficient raw material handling, and optimal feed milling practices, focusing on controlling mold and mycotoxins. It will also delve into the significance of using good raw materials, proper storage techniques, and efficient milling processes to ensure safer food.

Raw material quality is paramount for safe feed and food production. Grains like corn, wheat, and barley face challenges in the field, susceptible to mould, mycotoxins, and harmful bacteria due to environmental factors. In addition to that, oilseeds like soy, canola, and sunflower, processed into high-protein meals, pose microbial risks. Rigorous quality control measures are essential, involving advanced agricultural practices, proper storage, and continuous monitoring. Implementing comprehensive strategies ensures product safety, upholding the integrity of the food and feed supply chain. Since animals are at the top of the food chain in many agricultural systems, ensuring their feed is safe from mold and mycotoxins is not only important for animal welfare but also for protecting the health of consumers who eat animal products such as meat, milk, and eggs.

Trouw Nutrition's Feed-to-Food Safety Program: A Credible Way to Ensure Safe Animal Feed and Safer Food for Mankind

Trouw Nutrition, a global leader in animal nutrition, recognizes that the quality and safety of animal feed play a pivotal role in the overall food

safety chain. The company's Feed-to-Food Safety Program is designed to ensure that feed ingredients and final feed products are of the highest quality, free from contaminants such as molds and mycotoxins. This program addresses the challenges and provides a credible framework for achieving safer, more reliable feed and food products, ultimately safeguarding both animal health and consumer safety.

The Foundation of Trouw Nutrition's Feed to Food Safety Program

The Feed-to-Food Safety Program at Trouw Nutrition is built on several key pillars that focus on the entire feed production process, from sourcing raw materials to delivering finished products to farms and ensuring the safety of the food products we consume. The program is structured to ensure that the feed is safe, sustainable, and of the highest quality. These pillars include:

1. Good Raw Materials and Sourcing Standards

One of the first steps in the Feed to Food Safety Program is ensuring that the raw materials used to produce animal feed meet the highest standards of safety. This includes working with trusted suppliers who follow strict guidelines for quality and safety.

Regular audits, inspections, and testing are conducted to ensure that raw materials are free from harmful contaminants such as molds and mycotoxins, which are particularly common in improperly stored raw materials.

2. Mycotoxin Control and Risk Management

Trouw Nutrition has implemented comprehensive mycotoxin management systems throughout the supply chain to monitor and control mycotoxins in both raw materials and finished feed products. The program includes:

- Prevention strategies such as guidance on sourcing raw materials from trusted suppliers and conducting regular testing for mycotoxins.
- Detection through advanced diagnostic tools, which identify and measure the presence of mycotoxins in feed ingredients and finished products.
- Deactivation methods, including the use of mycotoxin binders, which neutralize mycotoxins and prevent their absorption by animals. This ensures that any trace contaminants do not end up in the food supply.

3. Efficient Storage and Handling

Proper storage conditions are critical in preventing contamination, and Trouw Nutrition emphasizes the importance of controlled environments for raw materials and finished feed. The company ensures that storage facilities are designed to maintain optimal moisture and temperature levels to prevent mold growth. Monitoring systems are in



place to detect any environmental changes that could compromise the quality and safety of feed ingredients. In addition, Trouw Nutrition works with partners to improve storage practices at every stage of the supply chain, further reducing the risk of contamination.

4. Advanced Feed Milling Practices

In Trouw Nutrition's Feed to Food Safety Program, the feed milling process is optimized to ensure safety and consistency. This includes regular cleaning and sanitization protocols to avoid cross-contamination, as well as stringent monitoring of critical parameters like particle size, moisture content, and mixing consistency. Efficient milling practices not only improve feed quality but also help to reduce the chances of contamination during the production process.

5. Traceability and Transparency

Trouw Nutrition's program emphasizes the importance of full traceability throughout the supply chain. This traceability system enables the company to quickly identify any potential sources of contamination, take corrective actions, and ensure that only safe, high-quality feed reaches consumers. It also promotes transparency, giving

farmers, animal producers, and consumers peace of mind knowing that the feed and food products they are consuming are carefully monitored and held to the highest standards.

6. Collaboration with Industry Partners

Trouw Nutrition understands that ensuring food safety is a collaborative effort. To this end, the company works closely with other stakeholders in the agriculture and food industries, including feed manufacturers, veterinarians, regulatory bodies, and research organizations. This collaboration enables Trouw Nutrition to stay at the forefront of best practices in feed safety, as well as contribute to industry-wide improvements in animal health, food safety, and sustainability.

How Trouw Nutrition's Program Contributes to Safer Food for Mankind

Trouw Nutrition's Feed to Food Safety Program directly impacts the safety of the food supply chain by reducing the risk of contaminants such as molds and mycotoxins from entering animal feed. This is crucial because contaminated feed can lead to the accumulation of harmful substances in animals, which can then be transferred to humans through the consumption of animal products. By focusing on the entire feed production process and ensuring that feed is safe at every stage, Trouw Nutrition helps ensure that the food produced by these animals—be it meat, milk, eggs, or other products—remains safe for consumers.

Additionally, the program contributes to public health by:

" Reducing the risk of foodborne illness: Contaminated feed can lead to illness in animals, which can then affect the food products they produce. By controlling mycotoxins and molds, Trouw Nutrition reduces the likelihood of these issues occurring, protecting both animals and humans.

" Improving animal welfare: When animals consume safe feed, they are less likely to suffer from diseases and health issues associated with contaminated or poor-quality feed, leading to healthier animals and more productive farming systems.

" Supporting sustainable food production: The program not only ensures the safety of the food supply but also promotes sustainable practices that help minimize waste and improve the efficiency of the feed-to-food process.

Conclusion

Trouw Nutrition's Feed-to-Food Safety Program provides a credible, comprehensive framework to ensure the safety and quality of animal feed, which in turn leads to safer food for mankind. Through rigorous raw material sourcing, mycotoxin control, efficient feed milling, and a focus on traceability and transparency, Trouw Nutrition demonstrates its commitment to safeguarding the entire food production system. As the demand for safe, nutritious food continues to rise, the company's dedication to feed safety remains an essential element in ensuring that food products are safe, sustainable, and of the highest quality for consumers worldwide.

nu.ance Biotechnology Showcases Postbiotics and globa.biotics at VIV Asia 2025



nu.ance biotechnology is proud to announce its participation in VIV Asia 2025, which will take place in Bangkok, Thailand, from March 12nd to 14th. This globally recognized event will provide nu.ance biotechnology with the opportunity to present its latest innovations, including its postbiotic-based solutions, nu.biom.

Postbiotics and globa.biotics: A new era for animal nutrition

In response to the growing challenges of reducing antibiotic use and enhancing animal resilience and performance, nu.ance biotechnology has developed a range of innovative postbiotic and globa.biotic solutions.


nu.biom, a postbiotic innovation, derived from advanced bacterial fermentation processes, offer unique benefits to enhance animal resilience, improve digestion, and optimize productivity.

"The introduction of nu.biom, which is a postbiotic, into our portfolio marks a strategic turning point that meets the growing demand for sustainable and effective solutions in animal nutrition. VIV Asia is the ideal platform to share these advancements with our partners and key industry players," says Dr Nemanja Todorovi, Chief Business Officer at nu.ance biotechnology.

An invitation to our booth 3-4484

nu.ance biotechnology invites current and future partners to discover how its postbiotics and globa.biotic innovations can transform animal nutrition and contribute to a more sustainable future. To learn more about our products, visit us at our booth 3-4484.

About nu.ance biotechnology

nu.ance biotechnology was founded by a group of entrepreneurs with a desire to merge technical and scientific specialist knowledge and expertise into the development and commercialization of innovative feed additive products. Sharing a novel view on animal health and resilience, we decided to follow a different path by acknowledging the fusion of the synergistic power of nature and cutting-edge nutrition. 



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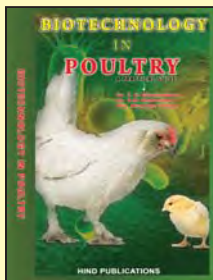
Huvepharma Dairy Showcases Innovative Solutions at PDFA International Dairy & Agriculture Expo 2025, Ludhiana

Huvepharma Dairy proudly participated in the PDFA International Dairy & Agriculture Expo 2025, held at Jagraon, Ludhiana from 8 to 10 February 2025. The event served as a premier platform for showcasing the latest innovations in dairy nutrition, health, and farm management solutions.

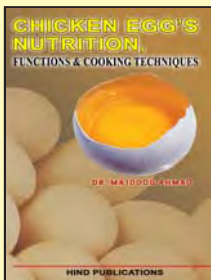
As a global leader in animal health and nutrition, Huvepharma Dairy presented its cutting-edge range of feed additives, probiotics, and health solutions designed to enhance feed efficiency, productivity & profitability for dairy farmers.

We extend our heartfelt gratitude to all our esteemed customers, visitors, and industry partners who took the time to visit our stall. Your enthusiasm, trust, and valuable interactions made this event a grand success. We look forward to continuing our journey together, driving excellence in dairy nutrition.





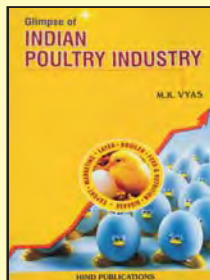
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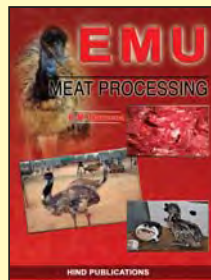
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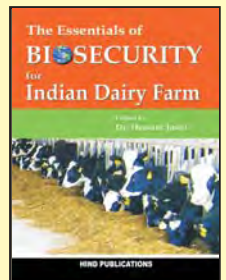
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Andrés Pintaluba S.A. & Bhuvana NutriBio Sciences Organised an Effective and Successful Tech Meet



Andrés Pintaluba S.A. (APSA) Spain and BhuvanaNutriBio Sciences India organised an effective and successful Tech Meet for layer farmer at Rajahmundry, Andhra Pradesh on 29th Jan 2025 at Hotel Manjeera Sarovar about Nutritional Modulation for Better Immunity with Dr. SV Rama Rao Sir as lead speaker.

This meeting was actively attended by more than 50 prominent Protein Producers (Layer Farmers), reputed veterinary nutritionists and consultants of Godavari district. The core topic was about “Nutritional Modulations for Better Immunity” and presented by Senior scientist and renowned researcher Dr SV Rama Rao Sir. It provided meaningful information about nutrition, the use of different feed

additives and ingredients for better immunity to birds and how to ensure strong immunity to combat disease challenges.

The session started by Dr. Nikhil Adagale, General Manager, BhuvanaNutribio Sciences, with a warm welcome to all Protein Producers and Poultry Experts, followed by Dr. Manoj Sarma, Director of Bhuvana NBS, who delivered a keynote address to the gathering.

Dr. SV Rama Rao was welcomed to the stage and felicitated by Dr. Jyoti Kumar Mainali, Area Manager- Asia of Andres Pintaluba S.A. and Dr. Santosh Ire, Director of Bhuvana NBS. The technical session started with a key topic: “Nutritional modulation for better immunity”.

The key note speaker Dr. S V Rama Rao Sir had highlighted the basic of Immune response, concept of immunity and emphasis on nutrition and immunity. He has stressed more on heat stress nutritional modulation. There is good response from the audience and several questions and answers has been cleared by Speaker Dr. S V Rama Rao Sir.

Following Dr. Rama Rao Sir’s presentation, Dr. Manoj Sarma addressed, “Mitigation of Current infection challenges through Biosecurity in poultry”. Dr. Sarma elaborated principles of Biosecurity, different sources of contamination in poultry farms and measures to prevent during production. This topic was also appreciated by the audience as a need of the hour in recent crisis.

Lastly, Mr. Ibrahim Shaikh, Business Manager, Andhra Pradesh, expressed appreciation for the strong attendance despite participants’ busy schedules and offered a vote of thanks to all dignitaries. The session concluded with a grand feast dinner.

Andrés Pintaluba S.A., Spain and BhuvanaNutriBio Sciences thanks everyone for all kinds of support. 🇪🇸



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Are Your Layers Getting the Right Vitamins for Optimal Performance?

As the global population climbs toward 9.7 billion by 2050, the demand for eggs and poultry products is expected to soar. Meeting this demand requires innovative strategies to enhance productivity while maintaining bird health and welfare. One key factor that often gets overlooked is whether laying hens – or layers – are receiving the optimal levels of vitamins in their feed. Vitamins are essential micronutrients that drive nearly every metabolic process, yet they are often taken for granted in feed formulation.

In brief

- Modern layers demand precise nutrition: With advancements in genetics, hens today produce up to 500 eggs per cycle, requiring higher levels of vitamins to sustain their productivity.
- Heat stress, animal diseases and environmental factors pose challenges: In tropical climates and during temperature spikes, vitamins C, D and E play vital roles in reducing oxidative stress and inflammation.



José-María Hernández
Global Special Nutrients Manager,
Animal Nutrition & Health at dsm-firmenich

- New guidelines provide clarity: dsm-firmenich updated OVN Optimum Vitamin Nutrition® (OVN™) guidelines offer science-backed recommendations to enhance egg production, bird health, and overall sustainability.

Why vitamins matter more than ever

While macronutrients like protein, energy, and minerals often dominate conversations about poultry nutrition, vitamins play a vital but understated role. These micronutrients account for only a small portion of feed costs but have a massive impact on bird health and productivity. Without adequate vitamin levels, metabolic functions can be disrupted, leading to reduced

egg production, poor shell quality, and greater susceptibility to disease.

Modern laying hens have come a long way from their ancestors. Through genetic advancements, today's birds can produce up to 500 eggs in a single cycle, compared to around 300 eggs two decades ago. This remarkable productivity comes with increased metabolic demands, requiring precise vitamin supplementation to ensure optimal health and performance.

Tackling heat stress, animal health and environmental challenges

Environmental factors, such as heat stress or growing incidence of animal diseases, can further complicate the nutritional needs of layers. Birds raised in tropical climates or subjected to sudden temperature spikes face oxidative stress, which disrupts cellular processes and compromises their immune systems. Vitamins like C, D and E are critical in mitigating these effects due to their powerful antioxidant properties.

Vitamin C, though synthesized by poultry, is not produced in sufficient quantities



during periods of stress. Adding it to the diet helps counteract inflammation, reduce stress hormones, and improve overall resilience. Vitamin D plays a key role not only for proper homeostasis of calcium and phosphorus which is a pre-requisite for best bone calcification and eggshell formation but also, particularly its more active metabolite 25OHD3 (Hy-D®), to guarantee a more efficient absorption in the intestine and improved modulation of the immune system and less inflammation. Similarly, vitamin E works within cell membranes to combat oxidative damage. Together, these vitamins form a powerful defense mechanism to keep layers healthy and productive even under adverse conditions.

Dsm-firmenich's updated OVN Optimum Vitamin Nutrition® (OVN™) guidelines

Recognizing the evolving needs of the poultry industry, dsm-firmenich has updated its OVN Optimum Vitamin Nutrition® (OVN™) guidelines. These recommendations are based on decades of research and co-operation with breeding companies and other industry stakeholders and provide a comprehensive framework for vitamin supplementation tailored to modern production systems.

Key updates include:


- More efficient vitamin D levels through the use of 25OHD3 to support bone health,

prevent skeletal issues in hens laying hundreds of eggs during their lifecycle as well as to improve the immune system.

- Targeted supplementation of vitamins C and E for heat-stressed birds, helping to reduce the impact of oxidative stress and inflammation making birds more resilient to animal diseases and other environmental challenges.
- Enhanced product stability: Ensuring that vitamins remain effective even under high storage temperatures and feed processing conditions.

The guidelines also emphasize the importance of high-quality vitamin formulations. Vitamins are sensitive to heat, oxygen, and light, and poor-quality formulations can degrade before they even reach the birds. Stable, bioavailable forms of vitamins are essential to deliver consistent results and avoid deficiencies.


A holistic approach to better farming

Providing layers with the right levels of vitamins is not just a matter of optimizing bird health; it also impacts profitability and sustainability. Proper vitamin supplementation improves feed efficiency, enhances egg quality, and reduces food waste, contributing to a more sustainable poultry industry. dsm-firmenich's new guidelines are a vital resource for poultry producers looking to meet the growing global demand for eggs. By prioritizing vitamin nutrition, producers can protect their flocks, enhance productivity, and promote long-term sustainability in egg production. 

“VIV Asia 2025 COLOCATED with Meat Pro Asia”. Visit our booth number 1018 at VIV ASIA (Meat Pro Asia 2025)

Meat Pro Asia 2025, Asia's leading processing and packaging trade fair for egg, poultry, meat, seafood, and good products, has sold over 90 percent of its exhibition space so far. Set to take place from 12 - 14 March 2025, at 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. 





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This is a difficult time for the Poultry Industry and Farmers and Traders should remain Patient– Suresh Chitturi, Chairman– IEC

Andhra Pradesh government has issued guidelines for the safe consumption of chicken and eggs, leading to a decline in demand and a sharp drop in poultry prices, severely impacting the industry. In Telangana, too, there have been deaths but bird flu has not been confirmed yet.

Suresh Chitturi, Chairman of the International Egg Commission said this is a difficult time for the poultry industry," and "Farmers and traders should remain patient. Prices tend to dip in February, and this trend will continue. Bird flu is not transmitted through eating chicken but spreads from bird to bird, which is why we are restricting poultry movement. He urged the government to support vaccination efforts. Telangana's Animal Husbandry Department Principal Secretary also urged people to stay informed. "People should be vigilant and ensure that only properly cooked meat and eggs are consumed," Meantime the poultry industry is feeling the impact, with chicken prices plunging from Rs. 250 to Rs. 150 per kg. In Andhra Pradesh's East and West Godavari districts, prices have dropped even further to Rs. 30-50 per kg. 





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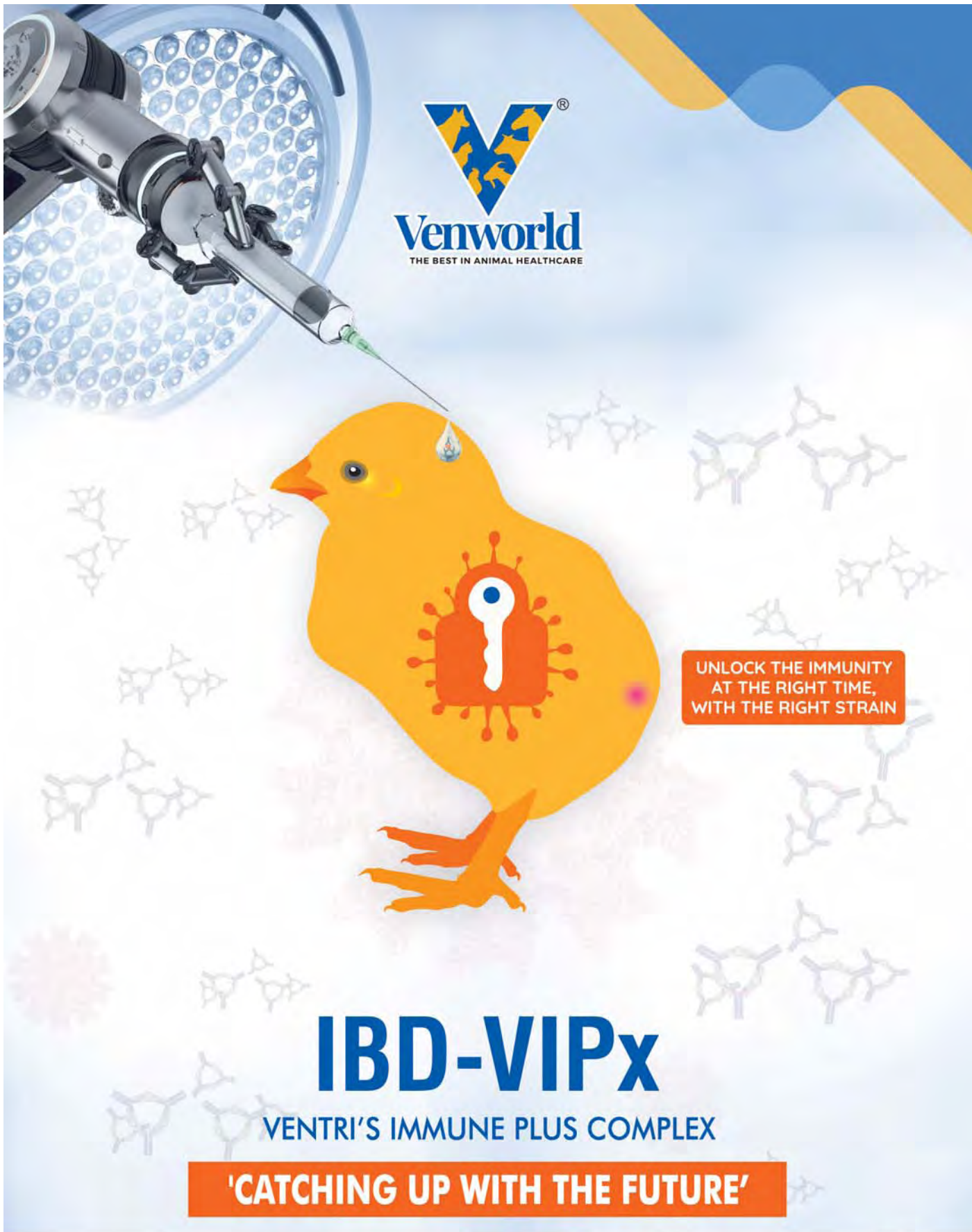
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