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# हिंद पोल्ट्री

# HIND POULTRY

Vol. XXIV August 2025 No. 2

## Ventri Biologicals Pvt. Ltd. Continues Its Series of Technical Seminars on The "VENGEM" LPAI (H9N2) Vaccine

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# Contents

## Hind Poultry AUGUST 2025



# Novus International Announces Strategic Business Realignment to Drive Future Growth and Innovation

Novus International, Inc., the leader in intelligent nutrition, today announced a strategic business realignment designed to accelerate innovation, strengthen operational agility, and unlock long-term value for its global customer base. The transformation will result in two separate business units under the NOVUS umbrella - one dedicated to liquid methionine solutions and the other focused exclusively on specialty feed ingredients. This new structure reflects NOVUS's continued evolution as a science-driven, customer-focused company committed to helping producers achieve more. Both units will be structured as separate platforms, each with dedicated profit and loss accountability and the autonomy to focus on their core capabilities. NOVUS CEO Dan Meagher will continue to lead the parent organization and provide strategic oversight across both businesses.

"Each unit now has the clarity and freedom to innovate faster, respond smarter, and continue delivering solutions that meet the evolving needs of producers around the world," Meagher said. "This is a bold, forward-thinking step that allows us to go further in our commitment to deliver value for our customers, our teams, and our partners."

Dave Dowell has been appointed President of the Methionine Business Unit, while Ed Galo will lead the Specialty Business Unit as President. NOVUS has long been recognized for pioneering advancements in liquid methionine technology and for its leadership in specialty nutrition through intelligent feed solutions. The formation of these focused business units reinforces this leadership and unlocks new potential to scale innovations globally.

"This realignment is not a division - it's an evolution," Meagher said. "An evolution that enables us to better serve the industry by doing what we do best - Deliver more science, more insight, and more inspiration. This is how we continue to show the world that we're Made of More™." Both business units will maintain uninterrupted service for dairy, poultry, and swine producers globally. Customers can continue to expect the same levels of excellence, innovation, and integrity that have defined NOVUS for more than 30 years.

# Integration in Poultry Farming A Brief Overview

Poultry farming is one of the fastest-growing models of the agriculture sector. Poultry farming is the process of raising different types of domestic birds commercially for eggs, meat, and feathers. In poultry farming, integration involves coordinating all stages of production, from breeding to processing.

Primary aim of Integration is to reduce costs and stabilize prices by balancing supply and demand. Vertical integration in poultry farming is a technique where various segments of this industry starting from poultry rearing to processing and marketing are integrated into a single production house.

Applying vertical integration in poultry farming can help eliminate middle persons allowing the company to reduce costs the Indian poultry market is expected to cross USD 65 Billion by the year 2025 growing at a CAGR of 16% as such Vertical Integrated Poultry Farming is a good business idea to enter the industry since the industry has great demand, favourable consumers, and high potential in the market. People having small poultry farming facility (Poultry Sheds) can well enter in to agreement with integration company for rearing the birds with great efficiency and assured income with zero risk of market fluctuations.

It is necessary for poultry farmers to negotiate the rearing charges and assured supply of chicks for maximum batches.

**M. K. Vyas, 9502159098**

# Ventri Biologicals Pvt. Ltd. Continues Its Series of Technical Seminars on The "VENGEM" LPAI (H9N2) Vaccine

## Vengem Vaccine Seminars Drive Poultry Health Awareness In Karnataka

Awareness seminars on Vengem (LPAI-H9N2) inactivated vaccine were held in Bangaloreand Bagalkot on 2nd May and 24th June 2025, attracting strong participation from poultry experts and industry leaders.

Dr. Prakash Reddy (DGM) shared impactful insights on Vengem's role in reducing losses from Low Pathogenic Avian Influenza, emphasizing the importance of preventive vaccination. Dr. N. Baburaj (DGM) further highlighted Ventri's updated vaccine range designed for effective and comprehensive disease control.

The events concluded with closing remarks from Mr. R.D. Lokesh (AGM), who thanked all attendees for their engagement and support.

These seminars reflect Venworld's continued commitment to advancing poultry health through science-driven solutions.

### Vengem Vaccine Seminars Strengthen Poultry Health Focus In Rajasthan & Haryana

Vengem (LPAI-H9N2) vaccine awareness seminars were successfully held in Ajmer (Rajasthan) and in Jind, Panipat, and Karnal(Haryana) on 29th May, 25th,and26th June, 2025. The events drew strong participation from poultry professionals and highlighted the need for effective disease control in layer farming.

Mr. Harjit Padda (DGM – Sales & Marketing) opened each session, underlining Venworld's commitment to science-led solutions. Dr. Namdeo Bulbule (AGM) presented key strategies for LPAI prevention, stressing the importance of timely vaccination with Vengem to protect flock health and farm profits.

Mr. Shashi Bhushan (AGM) concluded the seminars with a vote of thanks, appreciating the active involvement of attendees and the efforts of the Venworld team.

These events reinforced Vengem's trusted role in LPAI protection and deepened its connection with the poultry community

Vengem LPAI Vaccine Awareness Meet Held In Maharashtra

A Vengem (LPAI-H9N2) vaccine awareness seminar was successfully held on 13th June, 2025, in Yermala(Maharashtra)drawing enthusiastic participation from poultry professionals and stakeholders.

Dr. H.G. Murade (DGM – Sales & Marketing) welcomed the audience and set the stage for the technical session. Dr. Namdeo Bulbule (AGM) delivered a focused presentation on effective disease control in layer farming, highlighting Vengem's role in enhancing immunity and minimizing losses from Low Pathogenic Avian Influenza (LPAI).

Mr. Ram Ghate (AGM) concluded the event with a vote of thanks, appreciating the participants' involvement and the Venworld team's efforts in organizing the seminar.

The event reaffirmed Vengem's growing trust as a dependable solution against LPAI challenges in the poultry industry.


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# IPEMA & Poultry India Coordinates Landmark Inauguration of Cull Bird Single Window Facility in Hyderabad

The Telangana Poultry Federation (TPF), with the valuable support of IPEMA/ Poultry India, proudly inaugurated the Cull Bird Single Window – 5 Regions Building at PeddaAmberpet, near the Outer Ring Road (ORR), Hyderabad. This landmark project is a significant leap in strengthening the poultry infrastructure and operational integration across Telangana and neighboring states.

The inauguration was graced by MalreddyRanga Reddy, Hon'ble MLA of Ibrahimpatnam, and Sri KasireddyNarayana Reddy, Ex-ZP Chairman, Nalgonda & Ex-APPF President, who served as Chief Guests for the occasion.

Unified Infrastructure for a Growing Industry

In his keynote address, Sri Kasarla Mohan Reddy, President of TPF, emphasized,

M.K. Vyas from Hind Poultry & Shashank Purohit from PDF Newspoint Felicitated team Telangana Poultry Federation lead by Mr. K. Mohan Reddy, President, TPF

"This building is more than infrastructure—it symbolizes unity, progress, and our Federation's unwavering commitment to empowering poultry farmers."

The newly launched facility is envisioned as a centralized hub to streamline cull bird marketing, ensure greater transparency, and boost efficiency in service delivery across five key poultry regions in the state.

IPEMA/Poultry India's Enduring Commitment

Speaking at the event, Mr. Uday Singh Bayas, President of IPEMA/Poultry India, stated:

"This initiative aligns with our mission for sustainable growth and marks a new chapter in poultry infrastructure development. We are proud to support efforts that foster progress, coordination, and innovation within the Indian poultry sector."

## Dignitaries and National Participation

The event saw an impressive turnout of esteemed dignitaries and industry leaders, including:

Sri Marthineni Dharma Rao, Ex-MLA (Warangal &Hanamkonda)

Sri Daley Sudhakar, Ex-President, APFF

Sri Gurram Chandrashekhar Reddy, Chairman, NECC Hyderabad Zone

National representatives from various poultry associations also lent their presence and support:

Dr. Divya Kumar Gulati, Chairman, CLFMA-Maharashtra

Mr. Ranpal Dhanda, President, Poultry Federation of India-Haryana

Dr. Jeetendra Verma, President, WVPA-Karnataka

Mr. Nawab Ali Akbar, President, UP Poultry Farmers Association-Uttar Pradesh

Mr. Shubham Balkrishna Mahalle, Vice President, Amaravati Poultry Farmers Association-Maharashtra

Mr. RajuNambradar, National Spokesperson, Independent-Delhi

Mr. K.V. Subba Rao, President, Andhra Pradesh Poultry Federation-Andhra Pradesh

Mr. K.V. S. Subba Raju, Vice Chairman, NECC-Andhra Pradesh

Mr. M P Satish Babu, Zonal Chairman, NECC-Karnataka

Shri Praveen Nain, Sr. Vice President, Broiler Breeders Association North-Haryana

Shri Ajay Kumar, Vice Secretary, Broiler Breeders Association North-Haryana Mr. Madan Mohan Maity, Secretary, West Bengal Poultry Federation-West Bengal

Dr. Dinesh Arora, Executive Member, WVPA. Dr. Ajay Deshpande President,VetsIn Poultry. Dr.K.BalaSwamyPresident - NECPC

## Coordinated Leadership and Industry Support

The Telangana Poultry Federation leadership-including Sri

Vuppala Narasimha Reddy (Vice President), Sri VuduthalaBhasker Rao (General Secretary), Sri PathuriVenkat Rao (Joint Secretary), and Sri VanegtiAbhishek Reddy (Treasurer)-played a pivotal role in successfully organizing the event.

Prominent industry Leaders such as and Mr.SurenderDhull of Skylark Hatcheries, and

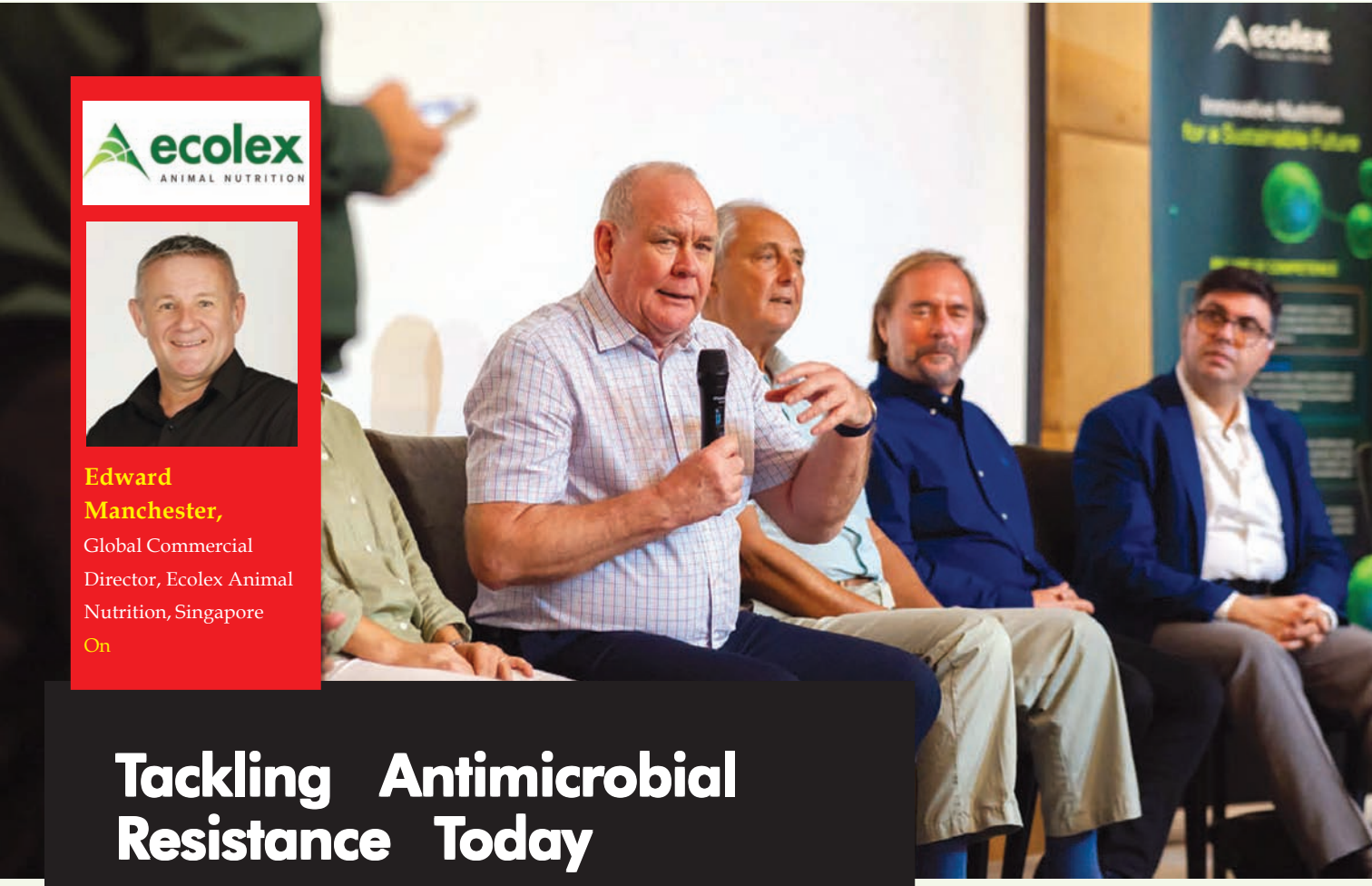
Mr. KG Anand, GM of VHL, were also in participated in this event.

### A Model for the Future

Now operational, the Cull Bird Single Window - 5 Regions Building is expected to serve as a model facility for streamlined farmer coordination, product movement, and market connectivity-a blueprint for future infrastructure projects within the poultry sector.

IPEMA/Poultry India is proud to support forward-thinking initiatives like this, fostering unity, innovation, and long-term sustainability in India's thriving poultry ecosystem.

For more updates, stay connected with IPEMA / Poultry India, info@poultryindia.co.in | www.poultryindia.co.in





**Edward Manchester,**
Global Commercial Director, Ecolex Animal Nutrition, Singapore
On

# Tackling Antimicrobial Resistance Today

## Safeguarding Future Animal Health

Insights from global experts inspire sustainable AMR solutions at the 2025 Ecolex Innovative Nutrition Forum

The global appetite for animal protein continues to grow, driven by population growth, rising incomes, and shifting dietary preferences. While animal agriculture plays a vital role in feeding billions, this growth, however, comes with complex challenges, with antimicrobial resistance (AMR) emerging as a critical concern shaping consumer expectations and regulatory policies.

### Understanding the complexity of AMR

In animal agriculture, antibiotics have historically been used not only to treat infections but also for disease prevention and growth promotion. While these practices have helped boost productivity, they have also been linked to the emergence and spread of antibiotic-resistant bacteria. These resistant strains can transfer to humans through direct contact, consumption of animal products, or environmental pathways, posing significant public health risks. It is critical to recognise that animal agriculture is only one part of the complex global AMR challenge. Human medical use, inadequate sanitation, and environmental factors all play significant roles. This interconnectedness highlights the urgent need for a unified, comprehensive One Health strategy to effectively address AMR, to protect public health, and ensure sustainable food production.

### Why anti-inflammation matters

Since the 1950s, antibiotic growth promoters (AGPs) have been a fundamental tool in animal agriculture, valued primarily for their ability to control pathogenic bacteria and enhance growth performance. Traditionally, their benefits were attributed to their antimicrobial properties. However, research is now challenging this long-held view, suggesting that the growth-promoting effects of AGPs may be largely attributable to their anti-inflammatory properties rather than direct antimicrobial action. Further evidence that AGPs 'masked' inflammation has been shown by the increased incidence of *Clostridium perfringens*mediated necrotic worldwide since the removal of AGPs from poultry diets. *Clostridium perfringens* is a normal commensal of the chicken intestine even in diets provided in-feed AGPs. Chronic low-grade

inflammation in the gut can impair nutrient absorption, divert energy from growth to immune responses, and compromise the integrity of gut barrier. By reducing this inflammation, AGPs help preserve intestinal health and function, enabling animals to allocate more energy toward growth and production rather than immune defense. For example, commonly used AGPs such as virginiamycin, chlortetracycline (CTC), and Bacitracin Methylene Disalicylate (BMD) demonstrate strong anti-inflammatory effects despite having relatively modest antimicrobial activity. Conversely, penicillin - a potent antibiotic effective against certain grampositive bacteria through inhibition of bacterial cell wall synthesis - is not employed as an AGP and exhibits limited anti-inflammatory properties.

These findings have significant implications for the future of sustainable animal agriculture. By focusing on gut inflammation control rather than antimicrobial activity, we can maintain animal health and productivity while reducing reliance on antibiotics, thereby contributing to the global fight against AMR.

### Innovating livestock nutrition

Leveraging this new knowledge can guide innovation in feed additives, nutrition, and management practices to support gut health and optimise growth naturally. As an example, 'monolaurin', a natural medium-chain fatty acid which has strong broad-spectrum antimicrobial properties against bacteria, fungi, and lipid-coated viruses without promoting resistance development. By decreasing pathogen populations, monolaurin helps not only prevent infections, but reduces intestinal inflammation, which also improves nutrient absorption for improved feed efficiency. Furthermore, plant-derived compounds, or phytogenics or essential oils, such as oregano, garlic, thyme, rosemary, and red pepper oils also show promise as AGP replacements, as they not only have anti-inflammatory properties, but often anti-oxidant and antimicrobial properties as well. These natural additives can positively modify gut microbiota composition, reduce pathogenic bacteria, and enhance growth performance.

### Reducing protein fermentation

When dietary proteins are not fully digested in the upper gastrointestinal tract of pigs and poultry and subsequently reach the large intestine, proteolytic bacteria such as *Clostridium*, *Enterococcus*, and *Staphylococcus* ferment these proteins. This microbial fermentation produces various metabolites including ammonia, biogenic amines like putrescine and histamine, indolic and phenolic compounds such as skatole and p-cresol, and hydrogen sulfide. Several of these metabolites are potentially toxic and can increase gut permeability, and trigger inflammation, creating an environment conducive to bacterial infections which often require antibiotics.

To mitigate these negative effects, nutritionists and animal health experts recommend strategies that reduce the amount of undigested protein reaching the hindgut. Approaches include lowering dietary protein levels while ensuring animals receive all essential amino acids through supplemental amino acids and formulating diets based on ideal protein ratios. Additionally, enhancing protein digestibility by supplementing feeds with exogenous protease enzymes can further limit proteolytic fermentation.

### Managing mycotoxins

Mycotoxins - harmful compounds produced by certain fungi that commonly contaminate animal feed - have long been known to damage the gut and cause inflammation. However, recent research from Chinese scientists reveals a new impact of these toxins on AMR. The study found that deoxynivalenol (DON), a prevalent mycotoxin, disrupts the intestinal microbiota of broiler chickens by enriching antibiotic resistance genes within the gut microbial community. Additionally, DON enhances the expression of virulence factors in gram-positive bacteria, increasing their pathogenic potential. Perhaps most concerning, DON appears to promote horizontal gene transfer among bacteria, accelerating the spread of antibiotic-resistant strains. This finding highlights a critical and previously underappreciated link between mycotoxin contamination and the rise of AMR.

### Biosecurity: Protecting animal health

Biosecurity is widely recognised as the foundation of sustainable animal protein production. It involves implementation of comprehensive measures to minimise the risk of introducing and spreading pathogens within and between farms, between humans and animals, and within the environment. AGPs have often been used not only to enhance growth and feed efficiency in livestock but also to compensate for poor management conditions such as inadequate sanitation and highlights the urgent need to improve biosecurity and farm management practices.

Numerous studies have demonstrated that farms with high biosecurity compliance achieve significantly

better outcomes compared to those with lower standards. Enhanced biosecurity protocols not only improve animal health and productivity but also contribute to reducing antibiotic use and combating AMR.

### Enhancing vaccine efficacy

Maintaining robust biosecurity minimises pathogen exposure, creating an optimal environment for a strong immune response to vaccination which means the immune system can allocate resources to generating high-quality antibodies in response to vaccination to induce specific immunity, thereby enhancing disease protection. If the pathogen load in the environment is excessively high (e.g., during disease outbreaks or in settings with poor biosecurity), it can overwhelm the immunity provided by vaccines, particularly in cases where herd or flock immunity has not been fully established or pathogen exposure is extreme.

### Responsible antibiotic use

It's important to unequivocally acknowledge our industries fundamental duty of care to ensure that animals experiencing bacterial infections receive prompt, and effective antibiotic treatment. At the same time, you should recognise the critical importance of safeguarding public health by minimising the development and spread of AMR. To this end, I recommend the responsible and judicious use of antibiotics to minimise unnecessary use for growth promotion, or disease prevention, while ensuring animal health, including:

Use antibiotics only when necessary - antibiotics should be

# Research on Poultry Disease to Solve Kinky Back Problem

A new research project led by CQUniversity is tackling a rapidly spreading pathogen causing problems in the Australian poultry industry. The pathogen, Enterococcus cecorum, is a contagious microorganism that causes serious health issues in birds. It can lead to a condition known as "kinky back," which compresses the spinal cord, causing paralysis and even death.

The study is supported by the AgriFutures Chicken Meat Program and is titled "The integrated investigation of Enterococcus cecorum prevalence, transmission routes, predisposition factors, pathogenic mechanisms, and mitigation strategies in broilers."

Researchers from CQUniversity's Institute for Future Farming Systems (IFFS) are conducting a thorough investigation into how E. cecorum spreads, its impact on birds, and ways to prevent it. Professor Dana Stanley, leader of the molecular microbiology team, called this pathogen one of the fastest-growing health challenges in poultry production.

"This pathogen is dangerous for bird health and also affects the industry's profits," said Prof. Stanley. "We're studying how it spreads, how it causes disease, and most importantly, how to stop it."

The team is combining 165 research studies to create the largest dataset on poultry microbiota ever. They will also use artificial intelligence to predict and analyze EC outbreaks in detail.

Prof. Stanley explained that this approach will help them understand the genetic profile of EC. "Our work goes beyond finding the pathogen; we're uncovering its full genetic map," she said. "This is key to creating long-term, sustainable solutions."

They are using genomics, molecular typing, and experiments to see how EC behaves in the presence of other bacteria and substances like probiotics and prebiotics. This helps them find ways to combat co-infections and design better prevention strategies.

The research team also aims to create mitigation strategies to help broiler farms remain sustainable. Their goal is to develop solutions like better biosecurity, probiotics, prebiotics, and plant-based treatments. "We're working to turn our findings into practical solutions that improve animal health, reduce losses, and make the industry more sustainable," said Prof. Stanley. This research is a big step forward in tackling EC, and by understanding how it works at a molecular level, the team hopes to give farmers the tools they need to protect their flocks and livelihoods.

"This is an example of research supported by AgriFutures Australia."

prescribed only for confirmed or strongly suspected bacterial infections, avoiding use for viral or non-infectious conditions.

Prophylactic (preventive) use should be avoided. Perform diagnostic testing - whenever possible, use diagnostic

tools such as bacterial culture and antimicrobial susceptibility testing to identify the causative agent and select the most appropriate antibiotic. This helps avoid broad-spectrum or inappropriate antibiotic use.

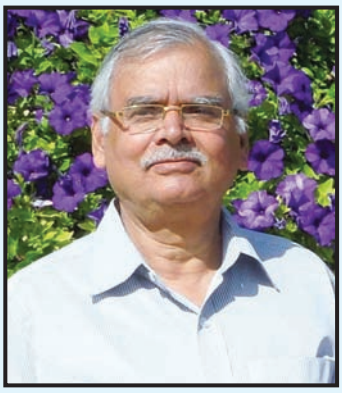
Select appropriate antibiotics - choose narrow-spectrum antibiotics targeted to the identified pathogen. Avoid critically important antimicrobials for human medicine, such as colisitn, tigecycline, vancomycin, and amoxicillin-clavulanic acid, to preserve their efficacy.

**Collaboration from farm to fork**

The growing threat of AMR, not just in animal agriculture is a pressing global concern that demands a united effort from all stakeholders involved in the food production system. From input manufacturers, suppliers, producers to processors, retailers, consumers, and policy makers, collaboration across the entire value chain is essential to effectively combat AMR and ensure sustainable, nutritious protein supply.

The challenge of AMR is complex and multifaceted, but by collaboration and innovation across the value chain, we can safeguard the effectiveness of antimicrobials for future generations while ensuring a stable supply of nutritious animal protein. We can't afford to wait.

# OBITUARY



**DR.R.P. SHARMA**
**1949 TO 2025**

Dr.RamashrayPrasad Sharma was born on 1st January 1949 inMirjapur, Bihar state. He took his B.V.Sc &A.H degree from Ranchi Veterinary college in 1968. Dr.Sharma completed his M.V.Sc. in Animal Genetics under the guidance of Dr.N.S. Sidhuand Ph.D in Poultry science under the guidance of Dr.S.C. Mohapatra. Dr.R.P.Sharmastarted his career in Poultry Research Division which was subsequently transformed in to CARI as a senior Research Assistant.

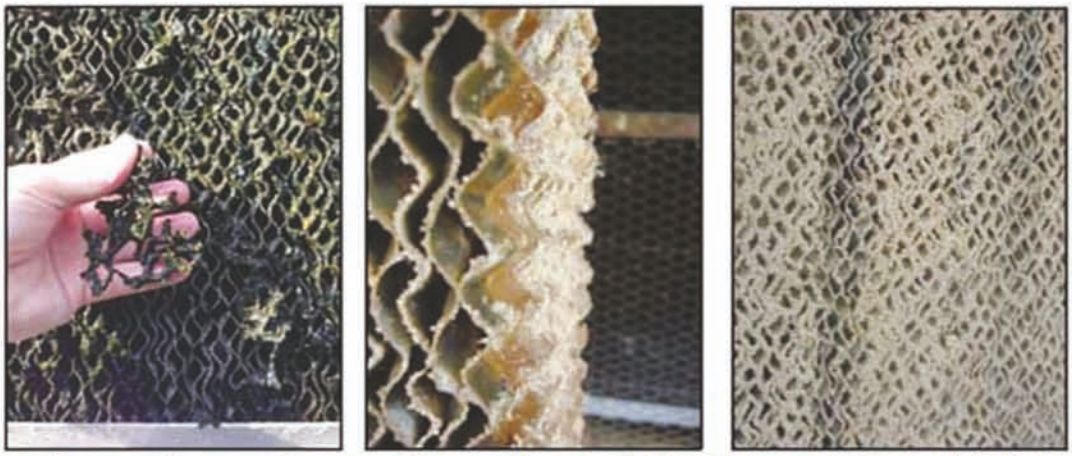
Dr.R.P.Sharma moved over to Hyderabad in 1999 to join as PrincipalScientist at the Project Directorate on Poultry (ICAR) and became the Director of the institute, where he continued to work till his retirement on 31-12-2010. Dr.R.P.Sharma was actively involved in the field of poultry breeding and extension of the institute.He realized that the White egg layer and white broiler varieties available with the industry are more competitive in India compared to those developed at ICAR institutes. Dr.R.P.Sharma promoted the "Low Technology Input" birds that are suitable for back yard poultry of small house holds, who keep them without much technology. These birds Vana Raja, Giri Raja and, Grama Priya were there in the ICAR institutes. Dr.R.P.Sharma convinced ICAR that this promotion would help the needy in the rural areas to earn additional income by the house wife and also meet the nutritional status by supplying the protein though eggs and chicken to the family. Dr.R.P.Sharma promoted small "Multiplicationcenters in the remote North East to make the chicks available. Dr.R.P.Sharma is technically competent and is a person with foresight. He is a very charming and amicable individual who kept his colleagues and subordinates happy.

Post retirement, Dr.R.P.Sharma worked as Professor Emeritus at the Patna, teaching poultry. Dr.R.P. Sharma also worked as Professor at Jaipur Veterinary College teaching poultry between 2018 and 2020. Dr.R.P. Sharma had few health issues due to which he was hospitalized. He breathed his last at 1.15Am on 29-6-2025 and the last rights were conducted at Hyderabad,on 10th July 2025 where he spent his remaining days after 2020. Dr.R.P.Sharma leaves behind his wife Kanthi Sharma, daughter Pallavi, Omprakash Singh, the son inlaw, Son Mr.Prashant, an IT professional and the daughter in law Dr.Sonia Sharma, a veterinarian and quarantine officer working with the Government of India.

May god give them strength to bear the loss. In the demise of Dr.R.PSharma the Veterinary feternity has lost an eminent poultry personality. May his soul rest in peace.

**by Dr. T. Kotaiah**

# Blocked Cooling Pads ?
# Reduced Air Flow inside Shed ?
# Reduced Cooling inside Shed ?



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

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# SOPA, PFI and USSEC jointly organised Seminar on "Poultry Nutrition and Economics"

**Soybean** Processors Association of India (SOPA India), Poultry Federation of India (PFI) and US Soybean Export Council (USSEC) jointly organised technical seminar on "Poultry Nutrition and Economics Seminar", at Vivaan Hotel and Resorts, Karnal (Haryana) on July 26, 2025.

This knowledge-driven gathering brought together poultry professionals, feed manufacturers, breeders, integrators and soy industry leaders to discuss vital topics for the sustainable growth of poultry sector. Mr. DN Pathak, Executive Director, SOPA and Mr. Ravinder Sandhu, Secretary, PFI in their welcome address and opening remarks highlighted the Theme and Purpose of this Seminar.

Some of the key sessions included: India's Poultry and Soybean Outlook by Mr. Jaison John, Regional Head Market Intelligence-South Asia, USSEC. Mr. Jaison John in his presentation highlighted relevance of demand and supply of soybean meal in India which is so relevant that we need to depend on International market for economical supply of soybean meal.

Comparative Advantages of Soybean Meal and Limitations of Commonly used Alternatives in Poultry by Dr. Uday Patel, Poultry Nutrition Expert. Dr. UC Patel in his presentation mentioned how soybean meal has become so relevant in poultry feed because of its economic feasibility and availability. He also highlighted that the amino acid profile of soybean meal is most balanced in concentrate form for a commercial feed milling and profitability of farmers.

Technical Audits for Poultry Modernization, Enhancing Efficiency, Sustainability and Growth by Dr. Athula Mahagamage, regional Head of Poultry Modernization -South Asia, USSEC. Dr. Atula in his presentation highlighted that poultry industry





need to focus more on precision farming to add profitability. Dr. Atula explained how a farmer or an Integrator can increase his profitability through automation and Artificial Intelligence.

The presentations by all above three speakers were very interesting and informative. This was followed by Interactive session which was very well moderated by Mr. DN Pathak, Executive Director, SOPA and several questions from the audience were asked which were satisfactorily replied by the Speakers. Dr. Pathak suggested that Poultry Industry and Soybean Solvent Industry should sit on a common platform to sort out the issues, if any. Mr. Pathak shared SOPA model contract details with the delegates which was very much appreciated.

Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India, delivered the closing remarks, and shared key takeaways and emphasized the importance of efficiency, modernization, biosecurity and the role of soybean meal in ensuring profitability in poultry production. The delegates appreciated the initiative by SOPA, PFI and USSEC for organising this technical seminar. Initiatives like this foster knowledge exchange and strengthen industry collaboration at all levels.

# PROMOIS International on Amino Acids for Poultry and Livestock

## The Essential Building Blocks for Animal Health and Performance


Amino acids are the fundamental building blocks of proteins, which are essential for growth, maintenance, and reproduction in all animals, including poultry and livestock. In the context of animal agriculture, the correct balance of amino acids is critical for optimizing performance, ensuring healthy development, and improving the efficiency of meat, milk, and egg production.

Amino acids are organic compounds that combine to form proteins, which are required for the structure, function, and regulation of the body's tissues and organs. There are 20 standard amino acids that are used to build proteins, but they are divided into two primary categories:

Essential Amino Acids (EAAs): These are amino acids that animals cannot synthesize in sufficient amounts and must be provided through their diet. For poultry and livestock, essential amino acids include:

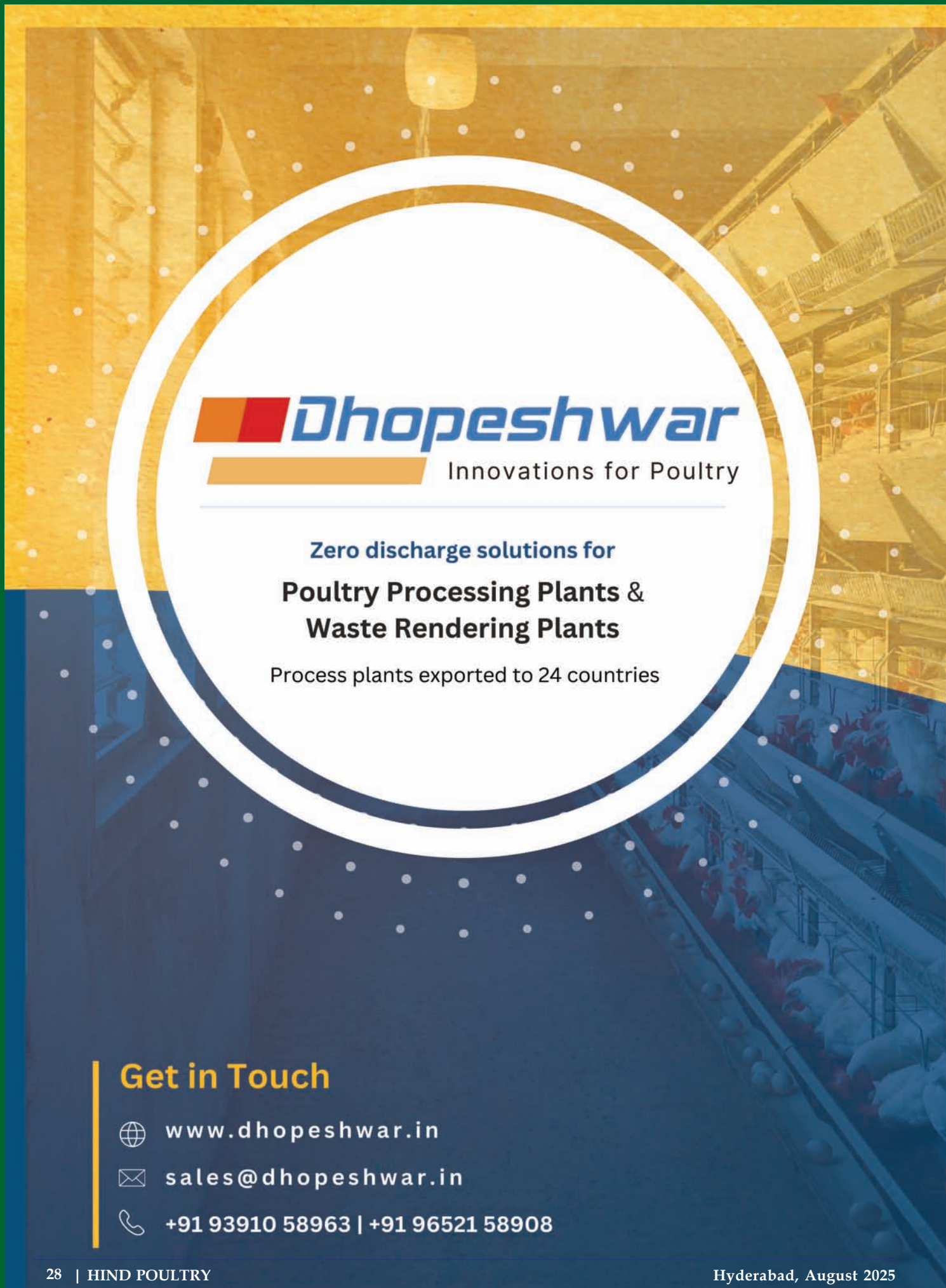
1. Methionine, 2. Lysine, 3. Threonine, 4. Tryptophan, 5. Valine 6. Leucine, 7. Isoleucine, 8. Histidine, 9. Phenylalanine

It may be noted that while non-essential amino acids are not strictly required in the diet, they can still be important for specific growth or health needs, especially under stress or in certain developmental stages.

To ensure animals get the right balance of amino acids, feed formulations should be tailored to meet the specific needs of different species, ages, and production stages.

### Conclusion

Amino acids are indispensable to the health and productivity of poultry and livestock. By ensuring that animals receive a balanced supply of essential amino acids, farmers can enhance growth rates, improve feed efficiency, boost immune function, and increase reproductive success. As the agricultural industry continues to evolve, understanding and implementing optimal amino acid nutrition will remain a key factor in sustainable and profitable animal production.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# Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals

**Dr Maloshrie Bora,**
**Program Manager (Trace Minerals),**
**Trouw Nutrition South Asia**

Trace minerals such as zinc, copper, and manganese are fundamental to poultry health, acting as cofactors in vital biochemical pathways: skeletal development, immune defenses, antioxidative systems, enzyme functions, feathering, and reproductive performance. Yet, the typical composition of feed ingredients often falls short of modern poultry standards. That's why precision mineral nutrition—providing the right mineral at the right time and in the right form—is essential to support optimal broiler growth, eggshell integrity in layers, and fertility in breeders.

While inorganic sources like sulfates and oxides have been staples for decades, they suffer from low bioavailability and reactiveness. These soluble compounds can prematurely release minerals, which then form insoluble complexes with phytate or binding agents in the gut, diminishing absorption and even degrading vitamins or enzymes in the premix. This not only reduces feed efficiency but also increases mineral excretion, raising environmental concerns. Organic (chelate) minerals improved this situation, but often at a premium cost and with variable potency. Enter the next generation: hydroxy trace minerals. Hydroxy trace minerals, like copper, zinc, and manganese hydroxychloride, represent the latest leap in mineral nutrition. Their crystalline, covalent structure is non-hygroscopic and non-reactive in feed and the upper gut. This structure allows slow, controlled release of minerals at the ideal intestinal absorption site, significantly improving bioavailability. They resist premature dissolution, ensuring minerals are released more slowly and absorbed where it matters most.

Research across poultry sectors consistently shows that hydroxy trace minerals outperform inorganic sources. Broilers fed hydroxy copper and zinc achieved 7–8% heavier carcasses and a noticeable boost in breast meat yield. In independent trials, hydroxy-supplemented flocks maintained or improved feed conversion ratios while using lower inclusion levels than sulfate-based diets/ . Moreover, in antibiotic-free or necrotic enteritis challenge models, hydroxy minerals reduced pathogen load and mortality, performing on par with ionophores. Layers also benefit: eggshell quality improves, feed remains stable longer (less oxidation), and FCR gains are consistent when inorganic Cu, Zn, Mn are replaced with hydroxy versions. Breeder flocks, too, see enhanced fertility and hatchability under precision hydroxy mineral regimes. Beyond performance, hydroxy trace minerals contribute to gut integrity and immune defense. Broilers on hydroxy mineral diets exhibited reduced cecal enterobacteria and maintained tight junction integrity, translating into healthier birds and better carcass quality.

## Discover IntelliBond®: Precision You Can Trust

Among hydroxy trace mineral solutions, Trouw Nutrition's IntelliBond® stands out as a premium, thoroughly validated choice. Designed to optimize delivery of copper, zinc, and manganese, IntelliBond features:

- **High bioavailability and potency :** thanks to stable, covalent crystalline bonds that release minerals at the optimal intestinal site/

- **Enhanced feed stability and nutrient preservation** : safeguarding enzymes like phytase and vitamins from degradation in premixes
- **Improved bird performance and economics** :with independent studies showing better feed conversion, heavier carcasses, superior egg output, and healthier flocks under stress/ .
- **Environmental sustainability** :with reduced inclusion rates and lower mineral excretion promoting cleaner production.
- **Unmatched versatility across poultry species and life stages** : including broilers, layers, and breeders—even under challenging conditions like heat stress or compromised hygiene. This adaptability has been validated across multiple trials and production environments.

## Proven Performance Across Poultry Types

A Spanish study comparing hydroxy vs. sulfate-fed broilers at nutritional levels found that those receiving hydroxy minerals (IntelliBond C and Z) achieved 7.4% higher live weights, 7.7% heavier carcasses, and 16.1% breast meat yield, versus 15.3% in the sulfate group. Another Trouw Nutrition joint trial with the University of New England demonstrated improved bone integrity (tibia breaking strength) and breast meat zinc content in broilers fed 100 ppm IntelliBond Zn, with gut integrity maintained. In antibiotic-free commercial conditions, hydroxy copper-chloride combined with organic acids matched or exceeded the performance gains of feed antibiotics while improving egg weight, mass, and feed efficiency in layer hens. These findings highlight the ability of IntelliBonds to deliver consistent productivity gains across broilers, layers, and breeders—even under stress or antibiotic-free regimes.Trouw Nutrition India has been pioneering mineral-precision feeding. "Trouw Talks" events in Karnal and Hyderabad, unveiled IntelliBond'sOptiSize® technology—highlighting uniform, stable crystals that protect premix integrity and animal performance.Trouw Nutrition's new premix plant near Hyderabad supports local production of trace minerals, vitamins, and specialized premixes—readying India for advanced feed solutions. This investment and local research infrastructure underline Trouw Nutrition's strong commitment to validating hydroxy mineral efficacy under Indian production conditions.

## Why IntelliBond® Stands Out

Developed over two decades and backed by 200+ global trials, IntelliBond® hydroxy trace minerals ensure predictable delivery and dependable results through:

- Superior bioavailability due to controlled release and crystalline stability
- Enhanced feed stability, maintaining vitamins, enzymes, and reducing oxidation in premixes
- Animal performance gains, improving carcass weight, egg production, feed conversion, and profitability
- Gut health, by reducing pathogenic bacteria and preserving gut barrier integrity in broilers
- Environmental responsibility, lowering mineral excretion while supporting sustainability-focused operations

## Precision Manufacturing and Traceability

Trouw Nutrition's OptiSize® technology guarantees uniform particle size and non-hygroscopic behavior. Its low reactivity protects feed integrity, while rigorous traceability—from raw material origins to lot distribution—ensures feed safety and compliance.

Modern poultry production demands precision: the right trace mineral, in the right form, at the right level. Hydroxy trace minerals—especially IntelliBond®—deliver on that promise. Scientific evidence and Trouw Nutrition's local investments prove that these superior minerals enhance productivity, welfare, and sustainability in broilers, layers, and breeders. By choosing IntelliBond®, nutritionists and producers gain a trusted, research-backed solution that fosters better performance, protects investments, and advances poultry industry goals in India and beyond.

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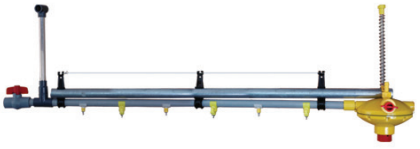
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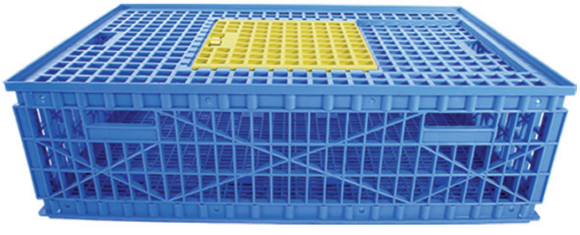
Tel : 040 - 64610508, Mobile : 92466 59508, E-mail : info@saikrishnapoultry.com, Web : www.saikrishnapoultry.com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Chick Transportation Crate

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# Sharing the Vision: VNU Europe Cements Partnership with the Poultry Federation of India for the launch of VIV Select India

**VNU** Europe, the international division of Royal Dutch Jaarbeurs, and organizer of VIV Worldwide, is proud to announce it has entered into a partnership with the Poultry Federation of India (PFI). Signed by both parties earlier this year, the multi-year agreement is a strong testament to sharing the vision and commitment to further invest and enrich India's thriving animal protein and livestock industry.

India's animal protein and livestock sector stands as one of the world's most dynamic and rapidly expanding markets. With a growing population of over 1.4 billion people and rising disposable incomes, the demand for high-quality animal protein continues to surge. As consumer preferences evolve toward more protein-rich diets and sustainable food production practices, India presents unprecedented opportunities for innovation, technology adoption, and market expansion across the entire feed-to-food value chain. Recognizing the opportunities, Mr. Ranpal Dhanda, President of PFI says, "This partnership with VNU Europe represents a pivotal moment for India's poultry and livestock industry. By combining our deep understanding of the Indian market with VNU Europe's global expertise and network, we are creating a powerful platform that will drive innovation, facilitate knowledge exchange, and accelerate the growth of our sector. This collaboration will help Indian producers access cutting-edge technologies and best practices while showcasing India's tremendous potential to the international community." As a product of the strategic partnership, VNU Europe and the Poultry Federation of India proudly present VIV Select India 2026, a premier Feed to Food trade show specifically designed for the Indian animal protein and livestock industry. This landmark event will bring together 150 exhibitors representing the complete industry supply chain, from animal nutrition and feed milling to animal health solutions, creating a comprehensive marketplace in one of the world's fastest-growing markets. Targeting 3000 visitors, VIV Select India 2026 is scheduled to take place from April 22-24, 2026, at the state-of-the-art Yashobhoomi Convention Centre in New Delhi, India. The event also receives strong industry support from key organizations, including the Compound Livestock Feed Manufacturers Association (CLFMA) and the Indian Federation of Animal Health Companies (INFAH), ensuring robust engagement from across the entire sector and reinforcing the event's position as the definitive platform for the Indian market. Exhibitor sales for VIV Select India 2026 are now officially open, offering companies an unparalleled opportunity to establish their presence in India's flourishing market. Exhibitors will benefit from direct access to India's key decision-makers, buyers, and industry leaders, while gaining valuable insights into local market dynamics and consumer preferences. The event provides a unique platform for launching new products, building strategic partnerships, and exploring distribution channels across one of the world's most promising animal protein and livestock markets. By focusing on the complete feed-to-food value chain, VIV Select India 2026 will facilitate the knowledge transfer and technology adoption essential for meeting India's evolving protein needs while supporting the country's modernization goals.

"India represents one of the most exciting growth opportunities in the global animal protein and livestock industry," states Mr. Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group. "Our partnership with the Poultry Federation of India reflects our strong, long-term commitment to supporting the country's agricultural development and helping both Indian and global businesses succeed in this fast-growing market. We are building more than just a trade platform-we are opening up direct access to knowledge, new partnerships, and sustainable business opportunities that create real impact for the future."


# All Roads Lead to SPACE 2025: A Global Showcase for Animal Farming Innovation

Prepare to embark on a journey to the heart of Western France as SPACE 2025, the global show for all animal farming, opens its doors from September 16, 17, and 18, 2025, at the Parc-Expo in Rennes, France.

This top-tier exhibition is a pivotal event, bringing together the international animal farming community to explore the latest innovations, foster business connections, and shape the future of the sector.

SPACE is renowned as a key moment for companies within the animal farming industry. It serves as a global business forum, attracting a vast network of professionals. The 2025 edition promises to be no different, with an impressive scale featuring 1,200 exhibitors, including 365 international companies from 40 countries. Complementing this, the event expects to host 12,000 international visitors from 122 countries, offering unparalleled networking and collaboration opportunities. To facilitate international participation, SPACE offers free entry for international visitors, provides B2B meetings between exhibitors and visitors, grants access to the International Club, and organizes a comprehensive farm tours programme.

Innovation takes centre stage at SPACE with the prestigious Innov'Space awards. This world-renowned label recognizes and rewards the latest advancements in the sector, with selections made by a jury of experts. In 2024, 48 award-winners were celebrated, and the list of Innov'Space 2025 award-winners is already available, announcing 43 award-winning innovations. These innovations span a wide array of sectors, including agro-supplies, animal feed, aquaculture, poultry, cattle, farm buildings, energy/ environment, animal health, machinery/equipment, and notably, Artificial Intelligence / Data.

The program at SPACE 2025 is both varied and dense, designed to provide comprehensive insights and engagement. Attendees can look forward to 100 conferences covering critical topics, three days of competitions and animal presentations showcasing livestock excellence, and dedicated zones such as Espace for the Future. For younger professionals and students, the Youth Forum and Tech Agri Challenge offer platforms for learning and competition. Furthermore, the exhibition features a dedicated zone for aquaculture and provides visit itineraries based on specific sectors to help attendees navigate efficiently.

For those planning to attend, international registration for SPACE 2025 is now open, and visitors can request their pass via the ticketing platform at international.space.fr. Practical information, including details on free shuttles, accommodation options, and opening hours and rates, is available to help organize your visit effectively. Recently, Didier Lucas, a fervent farming advocate, was elected as the new Chairman of SPACE, bringing fresh leadership to this influential event.

SPACE 2025 is more than just an exhibition; it's a dynamic hub where global animal farming shines, fostering connections, celebrating innovation, and setting the course for the industry's future.

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# IPEMA & Poultry India Supports National AMR Stewardship Drive 2025 at ICAR-NIVEDI,in collaboration with CII-FACE in Bengaluru


The Indian Poultry Equipment Manufacturers' Association (IPEMA) and Poultry India proudly extended their support to the 'AMR Stewardship Drive 2025', organised by ICAR-NIVEDI (National Institute of Veterinary Epidemiology and Disease Informatics) in collaboration with CII-FACE and Indian Federation of Animal Health Companies (INFAH). The event, held at ICAR-NIVEDI, Yelahanka, Bengaluru, focused on "Building Partnerships for Strengthening Our Response to AMR", and marked a significant milestone in the national effort to combat Antimicrobial Resistance (AMR) in animal agriculture.

With ICAR-NIVEDI as the Technical Partner and INFAH as the Knowledge Partner, the inaugural session brought together key voices from government, academia, and industry. The dignitaries released the CII Report on "Industry-Led AMR Stewardship in Animal Agriculture", a landmark publication emphasizing strategic actions to tackle AMR.

During the panel discussionMr. Uday Singh Bayas, President of IPEMA/Poultry India, highlighted the vital role of Poultry India as a prominent platform for knowledge sharing, industry networking, and driving dialogue on critical issues impacting the poultry sector, such as AMR.

"At Poultry India, we believe in bringing together the veterinary science community, researchers, policymakers, and industry leaders to deliberate on challenges that affect the sustainability of our sector. AMR is a multifaceted issue—affecting food security, trade, and animal health—and it's only through collaborative platforms like these that we can drive real change," said Mr. Bayas.

He also showcased the remarkable success of the 16th edition of Poultry India Expo 2024, which drew unprecedented participation from national and international stakeholders, emphasizing its role as a hub of innovation and knowledge. He warmly invited everyone to attend the upcoming 17th edition of Poultry India Expo, scheduled for later this year, promising even more engaging technical sessions, knowledge day seminars, and industry-relevant content aimed at fostering responsible practices.

### Key Highlights from the AMR Stewardship Drive 2025

The event underscored the urgent need to:

- Promote responsible antimicrobial use in livestock and aquaculture
- Foster cross-sector partnerships through the One Health approach
- Enhance veterinary oversight and farmer awareness


- Strengthen grassroots diagnostics and surveillance
- Scale innovations in alternative therapies
- Build capacity through continuous skilling and stewardship programs

The inaugural session featured distinguished speakers including:

- Dr. B R Gulati, Director, ICAR-NIVEDI
- Mr. Suresh Chitturi, Chairman, CII Animal Agriculture Committee & MD, Srinivasa Farms
- Dr. Shirish Nigam, President, INFAH & MD, EW Nutrition India
- Prof. (Dr.) P K Shukla, President, Indian Poultry Science Association
- Dr. Sindura Ganapathi, Visiting PSA Fellow, Office of the Principal Scientific Advisor to GoI

Dr. Gulati, in his keynote, emphasized the importance of multi-stakeholder collaboration, strengthening surveillance, and aligning with India's National Action Plan on AMR, driven by key institutions like ICAR-NIVEDI, NCDC, and ICMR.

Mr. Chitturi highlighted the projected 312% rise in veterinary antibiotic usage by 2030 (FAO), warning that unregulated antimicrobial use could lead to disastrous impacts on public health, productivity, and food systems.

Dr. Shirish Nigam elaborated on the AMR Stewardship Drive 2025 as a multi-city national campaign focused on awareness, training, and engagement at the grassroots—targeting veterinarians, para-vets, fisheries professionals, and farmers.

Dr. Sindura Ganapathi urged all stakeholders to adopt sector-specific solutions and integrate stewardship into daily veterinary and farming practices.

## Technical Sessions & Youth Engagement

The technical session, moderated by Dr. Mahesh Patlapati, Joint Commissioner and Director, Centre of Excellence for Animal Husbandry (CEAH), featured expert talks on:

- Ethnoveterinary Medicine in AMR Containment – Prof. N. Punniamurthy
- Responsible Antibiotic Use & Recording Practices – Dr. Muralidhar Yegireddy
- AMR Surveillance in Livestock – Dr. Shivasharanappa N, ICAR-NIVEDI
- Industry Preparedness and FSSAI 2024 Amendment – Dr. Amit Sharma, FSSAI

A panel discussion on "Tackling AMR in Animal Agriculture: Industry Perspectives and Practices" was also held, moderated by Dr. Shirish Nigam.

In a creative engagement initiative, a collage-making competition was organised for students and scholars on the theme: "Be Antibiotic Smart: The Future is in Your Hands".

IPEMA/Poultry India reaffirms its commitment to the AMR cause and continues to serve as a catalyst for innovation, responsible practices, and inclusive dialogue in India's poultry and animal agriculture sectors.


# Srinivasa Farms, in Association with Hy-Line International, successfully Hosted the Egg School 2025

**Srinivasa Farms,** in association with Hy-Line International, successfully hosted The Egg School 2025 on July 29–30 at the picturesque Radisson Blu Resort in Vizag. The two-day technical seminar was attended by over 120 participants including poultry consultants, veterinarians, farm owners, and industry experts from across India.

The event served as a platform to exchange knowledge and showcase emerging trends in layer poultry management, disease control, nutrition, and precision farming technologies.

## Core Technical Topics Covered

- Breeding advancements in W-80 India birds
- Marek's Disease prevention and new-gen vaccine strategies
- Performance analysis of W80i (FY22–24)
- Effective control of Avian Influenza
- Mycotoxin biomonitoring, gut health, and feed safety
- InfraRed Beak Treatment (IRBT) and modern pest control methods
- Enhancing farm profitability and operational efficiency
- Applications of AI in Poultry and unconventional protein sources

The sessions were moderated by eminent technical experts including Dr. S.V. Rama Rao and Dr. Chandrasekaran, among others, offering valuable insights backed by research and field experience.

## 8 Years of Partnership Celebration

The event proudly marked 8 successful years of the Srinivasa–Hy-Line partnership, celebrating a journey built on mutual trust, continuous innovation, and a shared vision for advancing poultry excellence in India.

Notable Leadership Presence

The seminar featured insightful participation from the leadership of Srinivasa Farms:

Mr. Suresh Chitturi, Managing Director, Ms. Jahanvi Chitturi, Director, Mr. Harsha Chitturi, Business Head, Mr. Senthil Krishnan, Business Head Their involvement throughout the event emphasized the company's commitment to knowledge-led growth and farmer-centric innovation.

## Special Guests from Hy-Line International

The event was further enriched by the presence of senior members from Hy-Line International, including:

Mr. Vitor Arantes, Global Technical Service Manager, Dr. Ravindran Ravichandran, Technical Manager – Asia, Dr. Ezhil Vannan, Technical Specialist – India, Mr. Chaitanya Mudiraj, Regional Manager, Mr. Vamshi Krishna, Technical Support

Their sessions focused on genetics, flock management, vaccination strategies, and future-ready solutions for the layer segment.

### Acknowledgment to Sponsors & Partners

Srinivasa Farms gratefully acknowledges the support of its valued partners:

Kemin Industries – India, Zenex Animal Health, HIPRA, Vaksindo Animal Health, Hester Biosciences Ltd., Envu, EW Nutrition, Boehringer Ingelheim, Alltech, Himalaya Wellness Company, Hindustan Therapeutics Pvt. Ltd.

Their collaboration played a vital role in the seamless execution and technical depth of the event.

### Conclusion

The event concluded with a vibrant felicitation ceremony, recognizing contributions from speakers, partners, and supporting teams. The Egg School 2025 stands as a milestone event, reinforcing Srinivasa Farms' leadership in technical excellence, innovation, and industry empowerment.

# Extensive Application of Artificial Intelligence (AI) & Automation Supported by the Industry to Sustain and Boost India's Poultry Industry Growth while Ensuring Efficiency in Entire Value Chains

The Indian poultry market according to industry estimates was valued at USD 30.46 Billion in 2024. Due to rising demand for protein rich food, the sector is expected to witness a growth of 7% - 8% in the next decade. The value of the poultry industry is projected to rise to USD 66.37 Billion by 2034. Despite significant growth, the sector faces critical challenges such a volatility in feed supplies and prices, lack of availability of skilled manpower, threat of spread of diseases and rising cost of production. As the demand for poultry products continues to rise, poultry farmers in India are seeking ways to optimize their operations while addressing pressing challenges such as food security, environmental impact, and biosecurity. From precision farming and genetic advancements to automation and data analytics, these cutting-edge technologies are being increasingly used in the poultry industry.

**Ricky Thaper**
www.rickythaper.com

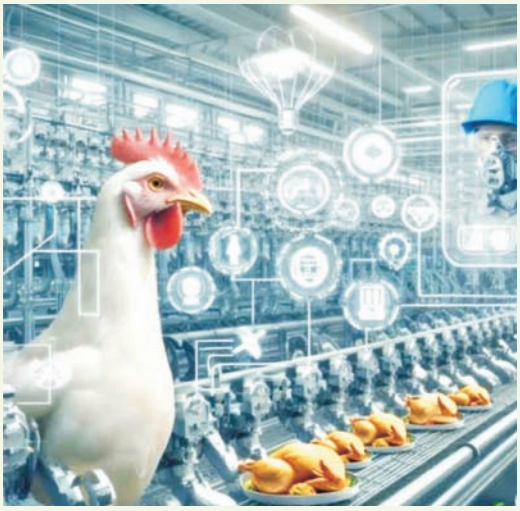
Like most sectors of the economy, the role of Artificial Intelligence (AI) and automation are having a profound impact. In the poultry industry in India, Artificial Intelligence (AI) and automation is gradually transforming and improving efficiency, productivity, and animal welfare. Artificial Intelligence (AI) powered systems are being used for real-time monitoring of poultry houses, optimizing feed formulations, improving disease detection and streamlining logistics and supply chain management. Currently there are challenges in poultry operations in commercial layers, broilers and breeding farms. The key challenges are adverse climatic conditions, shortage and availability of skilled workers, emerging viral and bacterial diseases. Due to the age of the poultry sheds, prevalence of the diseases not eradicated while cleaning. Shortage of quality feed ingredients, use of medicines and ensuring availability of quality drinking water are also impacting the poultry industry. The quality of chicken meat is being impacted while lack of marketing facilities as well as price information is also adversely impacting the poultry sector.

The use of Artificial Intelligence (AI) based technologies to collect the data automatically and accurately in real-time helps in-depth analysis which could allow poultry farmers to immediately act upon optimizing the production. For instance, predicting or projecting body weight for a given broiler line under local conditions. Under unsupervised learning, data collected would be categorized and trends detected without specific programing using resources from the cloud, huge amounts of data could be analysed to give advance notice of a particular outcome to the farmers. Data collected by using Artificial Intelligence (AI) tools would be the greatest resourceful tool in the hands of poultry farmers to harvest the maximum benefit of what they invested.

According to a report titled "Applications of Artificial Intelligence in Poultry Industry" by Livestock Farm Complex, Veterinary College and Research Institute, Salem, Tamil Nadu, a huge amount of data can be generated in the poultry industry by providing data analysis which can play a huge role in farm management practices. Big data stored and processed in cloud spaces can be utilized remotely by Artificial Intelligence (AI) to govern the machines or robotics to regulate parameters like humidity, temperature, light, etc., in the poultry farms. For instance, Robots with various biosensors connected to the internet, can be programmed to collect real-time data on parameters like temperature, humidity, ammonia levels inside the farm, subsequently this information can be processed and necessary measures could be initiated. The report stated that Artificial Intelligence (AI) helps to constantly monitor farm activities round the clock in real-time which would be an impossible task for humans to perform. Currently, in a large-scale poultry farm, several farm appliances and sensors are available to control the environmental temperature, humidity, and light, but the drawback with them is that they should be either manually operated or human supervision is a must to operate with. With the power of Artificial Intelligence (AI), various sensors connected with the internet, the farm appliances can be operated from elsewhere giving accurate maintenance of the farmhouse environment at ease.

Computer supervised machinery and robotics could reduce sufficiently human interaction with broiler birds, reducing the source or spread of infection. Usage of Artificial Intelligence (AI) could reduce the error rate to negligible and work round the clock which can improve the efficiency of farming leading to maximizing farmer's remuneration. Recent advancements in machine technologies have significantly revolutionized daily activities in the poultry production system. Aimed at reducing the need of labour, while ensuring round the clock monitoring, and facilitating remote reporting of growth of poultry birds, these Artificial Intelligence (AI) tools are gradually being introduced. Some of the examples of application of Artificial Intelligence (AI) and automation include the implementation of specialized robots equipped with imaging sensors and machine learning capabilities, adeptly navigates through poultry house floors, collecting eggs on the floors and monitoring factors such as temperatures, gases and light levels in the poultry units. An innovative autonomous robot utilizes artificial intelligence and sensor technology to evaluate the surrounding environment, identify equipment malfunctions, monitor the health of poultry and perform tasks such as removing deceased birds and analyzing moisture levels in the litter. For instance, the robot stimulates bird activity, contributing to improving both feed conversion and average daily weight gain Robot also continuously scratches the litter reducing the humidity, eliminating caking and wet spots, reducing the incidence of aspergillosis, pododermatitis, foot burn and breast burn contributing to animal welfare. It can also monitor and map ammonia, temperature and humidity levels throughout the farm to keep in check. A robot by a company was designed to sanitize large poultry farms.

For disease management amongst the poultry birds, using Artificial Intelligence (AI) could be trained for detecting early heat stress in birds by using thermal imaging cameras or infra-red cameras. Likewise, diseased birds from the flock can be identified based on their movement, posture, and behaviour by image analysis collected from diseased birds and compared with the healthy ones. These tools would enhance disease control amongst the poultry birds. Confederation of Indian Industries (CII) has also



data manually and then getting the data processed in computers. By 2050, it has been estimated that a poultry farm would be able to generate 4.1 million data points through various sensors and other related devices connected through the internet of things.

Going forward Artificial Intelligence (AI) assisted farming in various stages of poultry production from farm to consumers would help the Indian poultry sector immensely. There are tools to mitigate or to enhance a specific outcome of a farm produce with increased efficiency to tap farm maximum production potential. In the last few years, many companies have already focused on Artificial Intelligence (AI) related research and prototypes in collaboration with leading universities across the globe. Further use of newer Artificial Intelligence (AI) related technologies will augment poultry production providing affordable animal protein along with ensuring sustainable farm practices. Broiler chicken industry has become India's most organised and vertically integrated agri-business. The broiler integrators have turned poultry farming from traditionally to a commercial enterprise even for the smallholders. Currently over 80% of poultry meat production comes from the organised sector. For ensuring and sustaining the growth for the sector, Industry has to work closely with poultry farmers to ensure that Artificial Intelligence (AI) tools are used to optimum level for bringing in efficiency in the entire value chain.

stressed on strengthening integrated disease surveillance and early warning systems for reports on bird flu incidents. Computer vision-based chicken monitoring systems have been developed to study bird feeding behaviour, stress behaviour, tracking bird movement, bird distribution within the farm, real-time monitoring, early detection of sick birds, identifying lameness and activity, predicting bird live weight based on 3D computer vision.

The application of Artificial Intelligence (AI) has a range of applications in the meat processing plant and egg packing industry. These tools have potential to address some key issues in processing plants, lack of real-time processing data and the limiting speed of human interventions. The use of artificial vision offers real-time yield, monitoring of high-value chicken parts, also combined with smart automation to optimize efficiencies. For processing plants, Artificial Intelligence (AI) allows higher processing speeds and accurate packing of premium value products, translating into more profits and lesser post-harvest contamination. While still, the majority of the farms are collecting

# Next-Generation Immunomodulation for Sustainable Poultry Production: Innovations, Applications, and Global Perspectives


**Dr. Pawar Rutik Namdev[1] (MVSc Scholar)**
**Dr. Shipra Tiwari[1] (MVSc Scholar)**
**Dr. Mohini Tripathi[1] (MVSc Scholar)**

[1]Department of Livestock Products Technology, College of Veterinary Science and Animal Husbandry, DUVASU Mathura (281001), India


## 1. Introduction

With the continued intensification of global poultry production, the industry is increasingly confronted by critical challenges such as sustainability, biosecurity threats, antimicrobial resistance, and growing consumer demand for safe, natural products. In response, immuno modulation strategically enhancing or regulating the immune system through natural approacheshas emerged as a compelling alternative to traditional methods, particularly antibiotic growth promoters (AGPs). In light of widespread AGP bans across various regions, researchers and industry stakeholders are turning to natural immunomodulators to bolster avian immune function, improve productivity, and support the long-term sustainability of poultry production systems worldwide.

Source:www.preventit.in

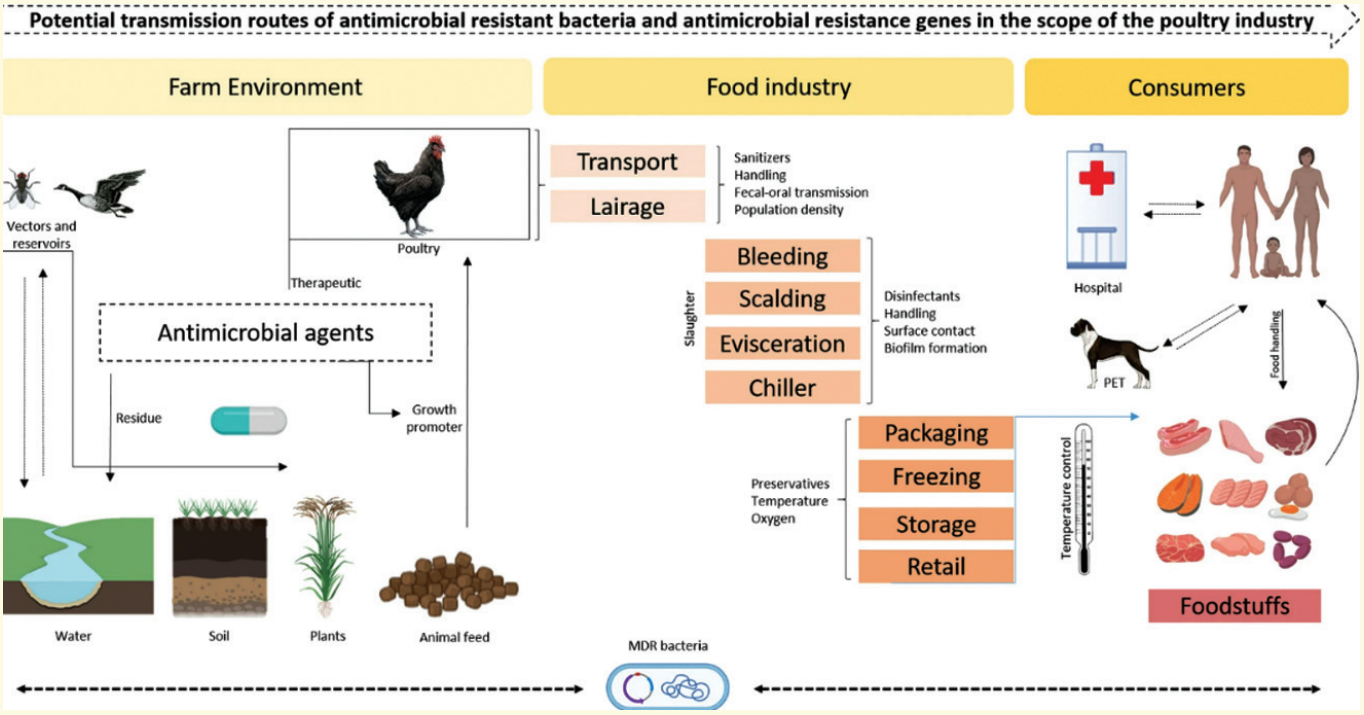
## 2.Immunosuppression in Poultry: Advocating for Immunomodulation

In modern poultry production, birds are routinely subjected to a range of stressorsincluding temperature extremes, overcrowding, transportation, and pathogen exposurethat compromise immune function. These stress factors often lead to oxidative stress and the release of glucocorticoids, which can impair immune organs and diminish both innate and adaptive immune responses.To counter these challenges, the use of dietary immunomodulators has gained prominence. These bioactive compounds help restore immune competence by activating host defense pathways, enhancing resistance to disease, and supporting overall health—especially in suboptimal rearing environments. As such, immunomodulators are becoming vital components in the pursuit of more sustainable and resilient poultry production systems

## 3. Categories and Functional Mechanisms of Immuno modulators

### 3.1 Probiotics

Probiotics live micro organisms that confer health benefits to the host when administered in adequate amountsplay a pivotal role in modulating immune function in poultry. Commonly used strains include *Bacillus spp.*, *Lactobacillus spp.*, and various yeast-based formulations such as *Saccharomyces cerevisiae*. These beneficial microbes help establish and maintain a balanced intestinal microbiota, a prerequisite for proper immune system development and function.




Mechanistically, probiotics enhance mucosal immunity by stimulating the production of immunoglobulins (IgA, IgM, IgG) and modulating cytokine profiles toward an anti-inflammatory and pathogen-resilient state. They also activate key components of the innate immune system, including phagocytic cells like macrophages and natural killer (NK) cells. Evidence suggests that multi-strain probiotic formulations provide broader immunological benefits than single-strain products, leading to improved disease resistance and systemic immune modulation.

### 3.2 Prebiotics

Prebiotics are non-digestible dietary fibers that selectively stimulate the growth and activity of beneficial gut bacteria. Among the most studied in poultry are mannan-oligosaccharides (MOS) and fructo-oligosaccharides (FOS). These compounds enhance gut microbial ecology and lead to the production of short-chain fatty acids (SCFAs), particularly butyrate and propionate, which play a critical role in host immunity.

SCFAs have been shown to strengthen intestinal barrier integrity, modulate inflammatory responses, and promote the expression of regulatory cytokines that contribute to mucosal and systemic immunity. By inhibiting the colonization of enteric pathogens and reducing gut-derived inflammation, prebiotics contribute significantly to overall immune homeostasis.

### 3.3 Phytogenic Compounds

Phytogenics, also known as phytobiotics, encompass a diverse range of plant-derived bioactive compounds such as essential oils, flavonoids, tannins, alkaloids, and saponins. These substances exhibit a broad spectrum of biological activities, including antimicrobial, antioxidant, and anti-inflammatory effects, all of which are relevant to immune modulation.

Through interaction with immune signaling pathways, phytogenics influence the activity and proliferation of immune cells, regulate cytokine production, and modulate gene expression related to immunity and inflammation. In addition, they enhance gut health by preserving epithelial integrity and modulating microbial populations, which indirectly contributes to stronger systemic immune function.

### 3.4 Polysaccharides and Plant Extracts

Botanical polysaccharides and complex plant extracts, such as those derived from *Astragalus membranaceus*, *Atractylo desmacrocephala*, and *Medicago sativa* (alfalfa), are recognized for their immunostimulatory properties. These compounds enhance the development of primary and secondary lymphoid organs,

promote complement system activation, and upregulate the production of cytokines and antibodies.Such extracts are particularly effective under oxidative and inflammatory stress, conditions common in intensive poultry systems. By improving the birds' ability to cope with environmental and physiological stressors, they help maintain immune readiness and resilience.

### 3.5 Emerging Additives and Environmental Modulators

Innovative approaches to immunomodulation include the use of nano-minerals (e.g., nano-selenium, nano-zinc), which offer enhanced bioavailability and targeted delivery compared to traditional mineral supplements. These nano-formulations have demonstrated potential in strengthening antioxidant defenses and improving immune parameters under challenging conditions such as heat stress or pathogen exposure.Bee-derived products like propolis possess antimicrobial and immunostimulatory properties that contribute to enhanced disease resistance and gut health. Similarly, butyric acid derivatives act as energy sources for enterocytes and modulate inflammatory pathways.Beyond dietary additives, environmental factors also play a role in immunomodulation. Optimized lighting schedules, particularly those aligning with natural circadian rhythms, have been shown to reduce oxidative stress and support immune organ function. These interventions reflect a more holistic approach to enhancing immunity in poultry, integrating nutritional, physiological, and environmental strategies.

## 4. Benefits for Sustainability

### 4.1 Enhanced Health and Performance

The use of immuno modulators not only strengthens immune responses but also improves feed efficiency, growth performance, and overall flock health—particularly under challenging environmental or pathogenic conditions. This supports more consistent production outcomes with reduced losses.

### 4.2 Antibiotic Reduction and Antimicrobial Resistance Mitigation

By promoting natural immune resilience, immunomodulators reduce reliance on antibiotics, thereby helping to combat the emergence of antimicrobial resistance (AMR). This shift aligns with One Health initiatives, which aim to protect human, animal, and environmental health simultaneously.

### 4.3 Environmental and Economic Benefits

Several natural immunomodulators are derived from agricultural by-products (e.g., olive leaf, fruit waste), offering cost-effective and environmentally friendly alternatives. Their use results in lower environmental pollution and enhances the sustainability of integrated poultry systems.

## 5. Practical Applications and Limitations

### 5.1 Dosage Optimization and Synergy

While natural additives offer numerous benefits, their effects are dose-dependent. Over-supplementation can lead to immunosuppression, while insufficient doses may be ineffective.Synergistic combinations, such as probiotics with phytogenics or organic acids, are increasingly being explored to maximize immune benefits, though they require precise formulation.

### 5.2 Ingredient Variability and Quality Assurance

The efficacy of plant-based additives depends heavily on the consistency of their bioactive content, which can vary by plant species, cultivation region, harvest season, and extraction method. Hence, standardization and quality control are critical for ensuring consistent results.

### 5.3 Regulatory and Safety Considerations

Regulatory frameworks governing the use of immunomodulators vary by region. While some countries have clear guidelines for phytogenics and probiotics, others require more extensive validation. Safety assessments, withdrawal periods, and residue testing remain important to meet international food safety standards.

### 5.4 Research Gaps

More long-term, field-based trials are needed to confirm the economic viability and health benefits of these strategies in diverse production environments. In particular, studies comparing immunomodulators across different climates, breeds, and rearing conditions are limited.

## 6. Case Studies and Global Implementations

In regions such as Africa and Southeast Asia, where access to veterinary services is limited and antimicrobial misuse is prevalent, immunomodulators have been successfully adopted to enhance flock immunity and reduce mortality. Pilot projects involving herbal polysaccharides, probiotic blends, and immune-boosting feed supplements have demonstrated improvements in vaccine responsiveness (e.g., Newcastle Disease Virus) and overall flock performance.In commercial settings in Europe and North America, producers are integrating multi-modal immunomodulation strategies into feed and water regimens to comply with AGP-free standards while maintaining performance benchmarks.

## 7. Integrated Immunomodulation: Toward Systemic Approaches

### 7.1 Holistic Health Management

Immunomodulation should not be viewed in isolation. A systems-based approach that incorporates nutritional strategies, optimal lighting, biosecurity, and vaccination programs yields the greatest benefits. This holistic model promotes long-term flock resilience and aligns with sustainable intensification goals.

### 7.2 Context-Specific Formulation

Immunomodulatory programs must be tailored to the specific pathogen pressures, environmental conditions, and production goals of each operation. Region-specific feed resources and stressors should inform the selection and combination of additives.

### 7.3 Life-Cycle and Environmental Considerations

Improving bird immunity also reduces pathogen shedding and antibiotic residues in manure, which has downstream benefits for soil health and environmental safety. Thus, immunomodulation serves not only flock welfare but also broader ecosystem health.

## 8. Future Directions

Ongoing advancements in 'omics' sciences, particularly metagenomics and transcriptomics, are providing deeper insights into the complex interplay between the host immune system and the gut microbiome. These technologies are crucial for unraveling molecular pathways involved in immune modulation and for identifying biomarkers that guide targeted interventions.

At the same time, innovation in delivery technologies—including microencapsulation, controlled-release systems, and nanocarrier platforms—is enhancing the bioavailability, stability, and targeted delivery of immunomodulatory agents. Such systems are paving the way for a new generation of precision-based immunomodulators, tailored to specific physiological or environmental challenges faced by poultry.To fully realize these advancements, international regulatory harmonization is essential. Streamlined and science-based policies must be developed to facilitate the safe, standardized, and widespread application of immunomodulators globally. This will ensure equitable access to next-generation tools that support sustainable and resilient poultry production across diverse production systems.

## 9. Conclusion

The strategic application of immunomodulators in poultry production offers a scientifically grounded, globally relevant solution to several of the sector's most pressing challenges. By reinforcing birds' natural immune defences through dietary and environmental interventions, producers can achieve improved performance, reduced disease incidence, lower antibiotic use, and greater environmental stewardship. As part of a broader systems-based model, immunomodulation is a key pillar in the movement toward resilient, sustainable, and health-conscious poultry systems worldwide.

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Inactivated oil-emulsion vaccine combination of Newcastle Disease virus of Genotype VII of N018 strain and Infectious Bronchitis of M-41, 771 and QX-like strain and, Egg Drop Syndrome'76 strain.

**VAKSIMUNE® NDL IBplus EDS : The results of challenge test, observation for 14 days**

| Batch No. | Group | Protection rate | | HI-GMT | | NI | | |
|---|---|---|---|---|---|---|---|---|
| | | Ratio* | % | ND | EDS | IB ( M41) | IB ( QX) | IB ( 771) |
| 272M4 OOV | Vaccinated | 10/10 | 100 | 207.9 | 147 | 3.6 | 2.2 | 2.2 |
| | Control | 0/10 | 0 | <2 | <2 | 0 | 0 | 0 |

*) Number of birds survived per number of challenged birds

**Egg drop syndrome – 1976 (EDS –'76) is a major cause for loss of egg production upto 40% and laying of thin shelled and shell less eggs by apparently healthy birds. The syndrome is caused by an adenovirus with transmission occurring vertically and horizontally.**

## Vaccination Programme:

**Each bird should be given one dose at age of 16-18 weeks.**

Note : The vaccination programme depends on infection pressure and local situation under supervision of poultry veterinarian

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