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Vol. XXIV September 2025 No. 3

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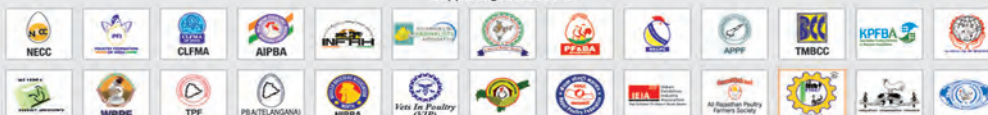
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Northern Region

COMPANY: Sampurna feeds FARMER NAME: Mr. Parshotam Singh	JULY-2025	Top #1
	Farm Type	EC HOUSE
	State	Punjab
	Chicks Placed	27955
	Mean Age	34.5
	Avg Body Wt	2612
	FCR	1.363
	cFCR	1.227
	Livability%	97.3
	Daily Gain	75.6
	EPEF	540


Eastern Region

COMPANY: IB Group FARMER NAME: Mr. Tej Kumar Sahu	JULY-2025	Top #1
	Farm Type	EC HOUSE
	State	Odisha
	Chicks Placed	14915
	Mean Age	41.0
	Avg Body Wt	3127
	FCR	1.554
	cFCR	1.304
	Livability%	95.9
	Daily Gain	76.3
	EPEF	470.9


Central Region

COMPANY: IB Group FARMER NAME: Mrs. Priti Bobde	JULY-2025	Top #1
	Farm Type	EC HOUSE
	State	Maharashtra
	Chicks Placed	13099
	Mean Age	38.0
	Avg Body Wt	2927
	FCR	1.481
	cFCR	1.275
	Livability%	95.4
	Daily Gain	77.0
	EPEF	496.1


South Region

COMPANY: SKM feeds FARMER NAME: Mr. Salamon Raja	JULY-2025	Top #1
	Farm Type	EC HOUSE
	State	Tamil Nadu
	Chicks Placed	9410
	Mean Age	32.8
	Avg Body Wt	2210.0
	FCR	1.370
	cFCR	1.323
	Livability%	96.9
	Daily Gain	67.4
	EPEF	476.5


JULY Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC house	27955	34.5	2612	1.363	1.227	97.3	75.6	540.0
North Open house	12513	35.0	2424	1.260	1.166	97.8	69.3	537.5
East EC house	14915	41.0	3127	1.554	1.304	95.9	76.3	470.9
East Open house	1630	39.0	2668	1.475	1.327	95.4	68.4	442.5
Central EC house	13099	38.0	2927	1.481	1.275	95.4	77.0	496.1
Central Open house	2359	38.0	2627	1.527	1.388	96.4	69.1	436.4
South EC house	22272	35.0	2486	1.451	1.343	97.0	71.0	478.8
South Open house	9410	32.8	2210	1.370	1.323	96.9	67.4	476.5

JULY Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	EC House	Odisha	27955	34.5	2612	1.363	1.227	97.3	75.6	540.0
Flock 2	Open House	Punjab	12513	35.0	2424	1.260	1.166	97.8	69.3	537.5
Flock 3	Open House	West Bengal	18968	31.0	2184	1.260	1.219	95.2	70.5	532.1
Flock 4	EC House	Maharashtra	12340	35.5	2655	1.380	1.234	97.6	74.9	529.5
Flock 5	Open House	Maharashtra	6105	33.6	2302	1.320	1.253	97.1	68.5	503.7
Flock 6	EC House	Maharashtra	12697	34.2	2427	1.380	1.285	97.4	70.9	500.4
Flock 7	EC House	Maharashtra	13099	38.0	2927	1.481	1.275	95.4	77.0	496.1
Flock 8	EC House	Maharashtra	15620	37.0	2811	1.484	1.304	96.0	76.0	491.6
Flock 9	EC House	Madhya Pradesh	10629	44.0	3476	1.577	1.249	97.1	79.0	486.4
Flock 10	Open House	Gujarat	11023	36.7	2540	1.390	1.270	96.3	69.2	479.4

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Partnership for Progress



IPEMA & Poultry India Leads IPJA'S Technical Seminar on Challenges & Opportunities in Poultry Sector in Telangana

The Indian Poultry Journalists Association (IPJA), with the support of IPEMA / Poultry India, successfully organized a Technical Seminar on Poultry Challenges & Opportunities at the Telangana Poultry Federation Building in Hyderabad. The event served as a premier knowledge-sharing platform, bringing together leading experts, industry professionals, and stakeholders to deliberate on the latest trends, challenges, and opportunities in the poultry sector.

Launch of Poultry India App & Industry Showcase

The seminar was marked by a special highlight as Mr. Uday Singh Bayas, President of IPEMA / Poultry India, officially launched the Poultry India App - a dedicated digital platform designed to provide seamless event registration, engagement, and updates for industry stakeholders.

During the launch, Mr. Uday Singh Bayas also



announced a contribution of ₹2.5 Crores (Two Crores Fifty Lakhs) from IPEMA/ Poultry India to the Confederation of Indian Poultry Associations (CIPA) to undertake poultry promotion activities on behalf of IPEMA, further demonstrating the organization's commitment to the growth and visibility of the poultry sector. Mr. Bayas

also presented an exclusive video featuring IPEMA members' innovative products and services, underscoring the strength, diversity, and resilience of India's poultry industry. In his keynote address, he announced the upcoming 17th Edition of Poultry India Expo 2025, South Asia's largest poultry exhibition, scheduled for November 26-28, 2025 at Hyderabad with the theme "One Nation, One Expo." He extended a warm invitation to poultry professionals, innovators, entrepreneurs, and enthusiasts to participate in this landmark event.

Knowledge Sessions & Expert Insights

The day-long program featured other eminent speakers from across the industry, including:

Mr. Suresh Rayudu Chitturi, Mr. S.K. Malhotra, Mr. K. Mohan Reddy, Mr. Debashis Dutta, Dr. Rajeeb Kumar Roy, Mr. Shirish Dhopeswar, Dr. Torane, Mr. Sarwar Ali

Key topics covered included:

- Poultry Nutrition & Gut Health Management





- Disease Prevention & Biosecurity
- Sustainability & Waste Management
- Productivity Enhancement
- Overview of Telangana's Poultry Industry

The sessions provided valuable knowledge and actionable practices to help poultry farmers and enterprises stay competitive, sustainable, and growth-oriented.

Participation & Impact

The seminar witnessed the participation of 165 delegates representing various poultry industry sectors. It facilitated meaningful networking, collaborations, and knowledge exchange, strengthening the ecosystem of poultry production and allied businesses in Telangana and beyond.

While sharing feedback, Mr. Uday Singh Bayas and Dr. Debashis Dutta commended the seminar as "informative and engaging, with excellent speakers, networking opportunities, and wide coverage."

Mr. P. Chakradhar Rao, Senior IPEMA Member, suggested including more interactive sessions and case studies in future editions and recommended organizing such events on Tuesdays to maximize attendance.

Commitment to Future Growth

Mr. M.K. Vyas, President of IPJA, extended his heartfelt thanks to IPEMA/ Poultry India for the support and announced more efforts from IPJA to organizing such events

for the growth of Poultry in India. He extended heartfelt thanks to all sponsors, speakers, attendees, Telangana Poultry Federation, for their support in making the event a success.

IPEMA (Indian Poultry Equipment Manufacturers' Association)/ Poultry India are committed to uniting the poultry sector, fostering innovation, and driving sustainable growth. Through flagship events like Poultry India Expo and active support for technical seminars, they continue to provide a robust platform for knowledge-sharing, collaboration, and industry excellence.

Looking Ahead - Poultry India Expo 2025

As the industry gears up for its next big milestone, IPEMA / Poultry India warmly invites poultry professionals, innovators, and stakeholders from across the globe to join the:

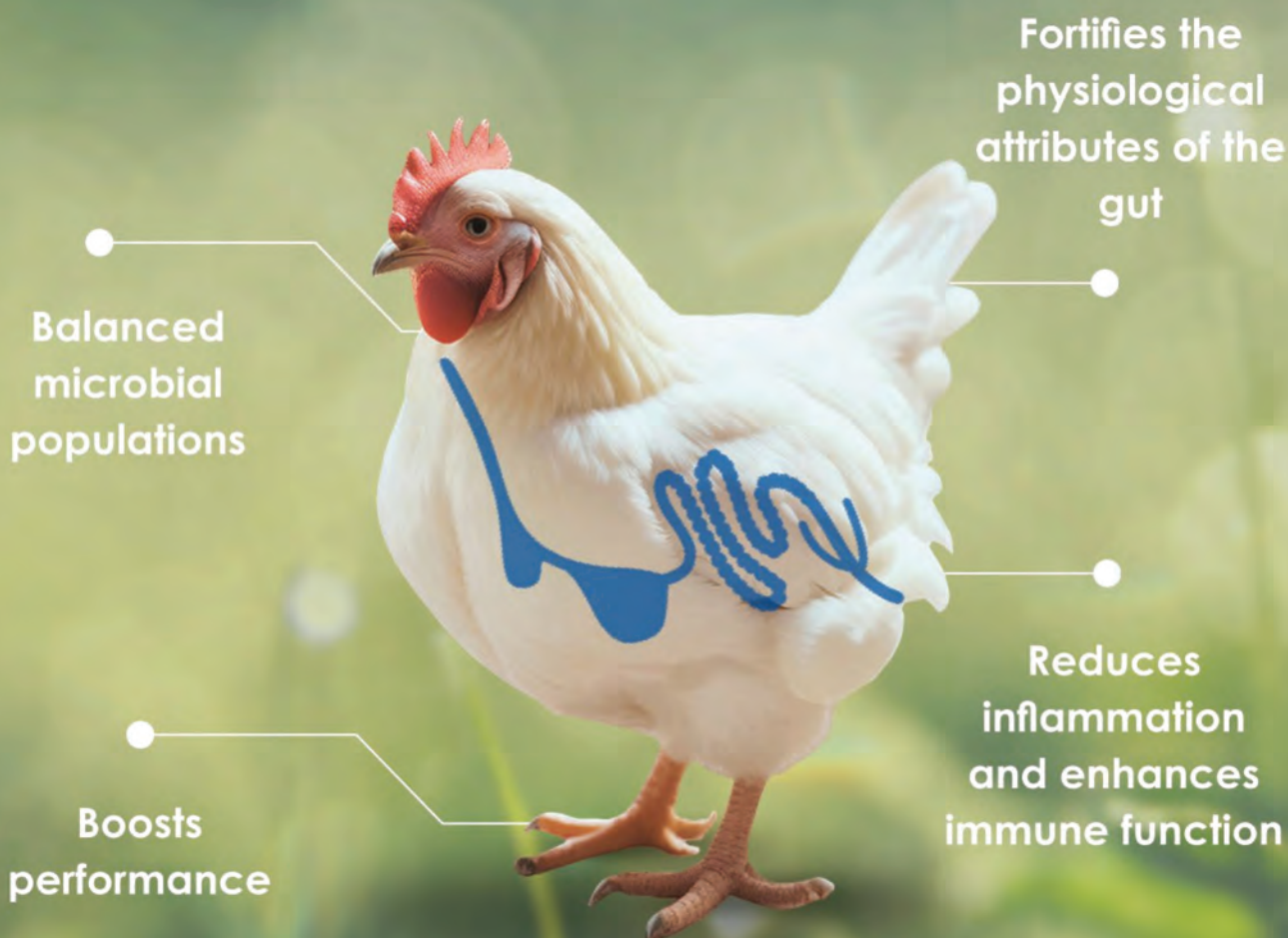
- 17th Edition of Poultry India Expo 2025
- November 26-28, 2025
- Hyderabad, India
- Theme: "One Nation, One Expo"

The expo which is South Asia's biggest poultry expo, brings together the entire poultry value chain under one roof, offering unmatched opportunities for networking, innovation, and business growth. H



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*1 FCR point represent third/last decimal point of 1000

*Majority of field trials were conducted at same farm with multiple sheds in integrations across various geographical locations and at different time of the year. Some of the integrators were generous in sharing complete production indices while others communicated the summary of the trial results. In the field trials, Improval™ MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports available on request.



Ventri Biologicals conducted Technical Seminar on key Strategies to Control Century-Old Diseases of Poultry



Ventri Biologicals conducted **Technical Seminar on 21st August 2025** in **Gorakhpur, Uttar Pradesh**, with enthusiastic participation from poultry professionals, veterinarians, and industry stakeholders. The central theme of the meeting was *"Key Strategies to Control Century-Old Diseases of Poultry"*, reflecting Venworld's commitment to addressing persistent poultry health challenges through updated science, practical experience, and innovative approaches.

The session was led by **Dr. Prakash Reddy (DGM)**, who provided an in-depth analysis of the **overall poultry health scenario** in the region. He highlighted the ongoing threats posed by long-standing diseases, while also drawing attention to the challenges from emerging and re-emerging

pathogens in both broiler and layer flocks.

Dr. Prakash Reddy emphasized that constant vigilance against LPAI, coupled with early detection, timely diagnosis, and strict biosecurity, is vital to minimize losses. He highlighted farm level biosecurity, disinfection, all-in/all-out systems, controlled movement, and proper litter management—as the foundation of poultry health, further supported by good management practices such as ventilation, stocking density, and nutrition. The discussion also covered major viral threats, with NDV (Genotype XIII) persisting as a serious challenge in India and IBV's diverse variants complicating protection, underscoring the need for regional surveillance and updated vaccination strategies.

The interactive session allowed participants to raise practical, field-level questions on **vaccination errors, IBV management, NDV outbreaks, and diagnostic challenges**. The discussion reinforced that sustainable disease control requires a **combination of vaccination, diagnostics, and biosecurity**, supported by continuous farmer education.

The program concluded with a vote of thanks by Dr. Rakesh Yadav, who appreciated the delegates' active participation and Dr. Prakash Reddy's scientific insights. He reiterated Venworld's commitment to empowering the poultry sector with science-based solutions, innovative vaccines, and strong technical support. The Gorakhpur meeting underscored that persistent challenges like ND and IBV require **proactive strategies—awareness on LPAI, robust vaccination, and strict biosecurity**—to ensure healthier flocks and sustainable production in Northern India. **Venworld extends heartfelt thanks to all participants for their active involvement and support in making the meeting a success.** 🏠





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Huvepharma Hosts Seminar on Biosafety and Poultry Health Innovations in Hyderabad



Huvepharma, a global leader in animal health solutions, convened a high-impact seminar titled *“Technical Approach to Biosafety”* at Hotel Avasa, Hyderabad. The event brought together industry experts, veterinarians, and poultry stakeholders to deliberate on emerging challenges in poultry health and novel strategies for sustainable disease control.

The seminar opened with a keynote by **Dr. Monita Vereecken**, who addressed *“Optimising Coccidiosis Management in Poultry Through Immunization: From Pathogen Biology to Vaccine-Driven Disease Control.”* Dr. Vereecken highlighted the complexity of *Eimeria spp.*, the causative agent of coccidiosis, whose lifecycle culminates in the production of resilient oocysts that damage the intestinal lining. While traditional control relies on anticoccidials through shuttle or rotational programs, rising resistance and limited new drug development are intensifying challenges.

Vaccination, she noted, provides a pathogen-driven approach to sustainable control. Live coccidial vaccines, both attenuated and non-attenuated, stimulate protective immunity during the early stages of a bird’s life, though efficacy depends on the inclusion of multiple *Eimeria*



species. Selecting relevant strains for the *Eimeria* vaccine is of utmost importance. Using too many strains in a single vaccine—many of which may

not even be associated with outbreaks in the actual field—can be counterproductive. Including excessive strains in a vaccine may hamper its efficacy due to competitive exclusion, where the more relevant and important strains might not perform effectively in developing immunity. Advanced strategies such as year-round vaccination, vaccine-drug rotations, and “bio-shuttle” programs have demonstrated success in balancing immunity and performance. She also stressed the role of complementary measures such as probiotics, phytochemicals, and nutritional optimization in enhancing vaccine efficacy and gut health. Dr. Vereecken further introduced Huvepharma’s coccidiosis vaccine portfolio, including **Eimeriavax 4m** for breeders and **Advent** for broilers.

The focus then shifted to **Newcastle Disease (ND)** with a presentation by **Dr. Jayaraman**, titled *“The Ongoing Challenges of Newcastle Disease: A Call for Differentiated Health Solutions in Poultry.”* He underscored that despite widespread vaccination,




ND remains a recurring threat in Indian poultry due to antigenic drift, genotype mismatch, and inconsistent application practices. Genotype VII of NDV remains dominant in South Asia, with sporadic genotype XIII outbreaks observed in southern India.

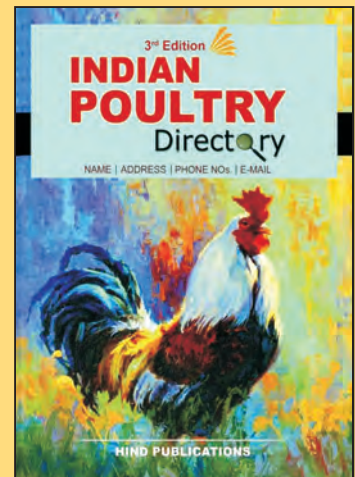
Dr. Jayaraman emphasized the need for genotype-matched prime-boost vaccination programs and stressed that “vaccination is not equal to immunization.” **He recommended customized approaches for broilers, requiring fast-acting vaccines, and for layers, requiring long-term immune coverage.** He also called for thermostable vaccines, targeted extension work in backyard flocks, improved cold-chain management, and expanded genomic surveillance to monitor emerging variants.

A highlight of the seminar was a session by **Dr. Devendra Hooda**, Director – Sales, Huvepharma SEA, titled “*A Paradigm Shift in Poultry Disease Control: Unveiling a Novel Vaccine Designed to Mitigate Critical Pathogenic Challenges.*” Dr. Hooda announced the launch of **HuVeShield NDK**, an inactivated

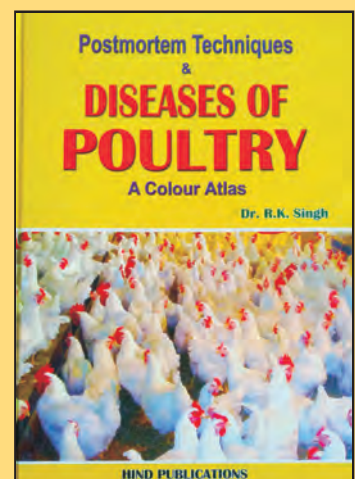
Newcastle Disease vaccine developed through Europe-India collaboration. Engineered as a **(Water-in-Oil-in-Water) Double Emulsion**, this advanced vaccine is designed to address persistent pathogenic challenges and reduce disease losses by up to 40%.

The program also featured insights from **Mr. O.P. Singh**, M.D – HUVE Pharma SEA who urged the industry to recognize poultry’s contribution to agriculture and push for agricultural status. Highlighting economic challenges, he stated, “We have lost around ¹ 8,000 crore in poultry over the past year, yet R&D investment remains under 1%. At Huvepharma, we have begun allocating 2% of revenue to R&D from last 8 months, and this must become a broader industry priority.” The seminar concluded with a strong call to action for collaborative disease management, investment in innovation, and policy advocacy to secure the future of India’s poultry sector. Participants left with renewed focus on biosafety, disease prevention, and sustainable growth in an increasingly challenging environment. 

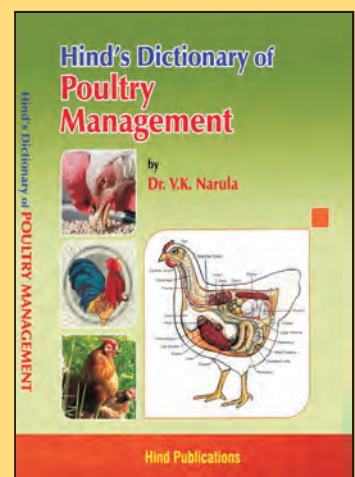
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Dr. Shilpi Dhall
Director
Adlife Nutraceuticals



Both large and small poultry producers are interested in sustainable management of parasitic disease – Coccidiosis. On small scale coccidiosis can be handled without medication by careful management especially during brooding and adequate posture rotation. However on larger scale, it is more difficult and vaccines are an important alternative to drugs in organic production. In earlier coccidiosis was one of the diseases most feared by commercial poultry grower in India. Death losses of 20% or more were common. “Backyard” growers are usually so small that coccidiosis is not a problem but as the size of free rang flocks increases coccidiosis becomes on threat. Coccidiosis is controlled with preventive drugs. Infect high density production become possible only after the development of preventive anticoccidial drugs. However coccidian are becoming increasingly resistant to drugs and the poultry industry is looking for alternatives

Coccidiosis is a parasitic diseases that can cause severe losses in poultry meat and egg production. The parasites multiply in the

intestines and cause tissue damage lowered feed intake, poor absorption of nutrients from feed dehydration and blood loss. Birds are also more likely to get sick from secondary bacterial infections. However low density production or with the use of preventive medication coccidiosis generally remains a subclinical disease that only affects performance without the alarming losses of past.

Symptoms

1. Passing blood in their poo.
2. Drop in egg production
3. Droopy, hunched, withdrawn chickens with ruffled feather.
4. Not feeding or drinking.

Cause

1. Coccidiosis is caused by a parasite coccidia found in contaminated ground and damp litter. It can be transferred on contaminated boots, clothing, feed sacks, insects and rodents.
2. Poultry are exposed to the parasite via their droppings, dirty drinkers and damp litter in their

housing. Wet areas around drinkers are particular areas of infection.

3. Coccidian can also be found in water that is not kept clean and free of chicken droppings.
4. Young birds and chicks of all kinds are most prone to infection and will quickly die if not treated.
5. Overcrowding and intensive rearing of chickens leads to infection passing quickly throughout the flock.
6. Infections parasites can live in housing that was previously contaminated for a number of month and so will infect new birds when they are introduced.

Prevention

The disease has a high mortality rate in baby chicks and mortality usually occurs within a week of first seeing symptoms, so fast treatment is a must. Even if a chick survives, permanent intestinal tissue damage often occurs. Since a chickens Immune System is centered

in the intestine, survivors could have compromised immune system for life this is why prevention is so important.

1. Keep your litter dry, coccidia proliferate in wet conditions. Stir it weekly and remove any matted or caked litter soon after it forms.
2. Remove and replace any bedding that is wet.
3. Do not feed chickens feed that contains wheat.
4. Isolate and keep warm any sick chickens so they cannot contaminate others.
5. Add probiotic (MOLPRO) powder to their daily feed.
6. Keep all equipments clean, especially feeders and drinkers.
7. Proper ventilation is absolutely necessary to avoid damp litter conditions.

Cure

Coccidiosis is somewhat hard to cure and if you do have and outbreak it is important to take action quickly. Hens that do survive will not thrive and may eventually die. The only cure is to administer an anticoccidial drug and a combination of natural medicine. Coccidiosis can strike any time after the chicks reach 2 weeks of age. Don't wait for all the birds in the house to show symptoms before giving a treatment. At the first signs of this disease get an appropriate drug from your veterinarian.

Despite your best preventive measures, if you do notice any symptoms, collect a fecal sample coccidiosis can be detected or confirmed by a quick test if you do


have a confirmed diagnosis, you will want to ramp up the natural methods. Try to use organic herbal products as much as possible to avoid any side effects caused due to antibiotics. Our natural herbs are the complete solution for all the problems or diseases occurred in poultry especially for the treatment of coccidiosis. Use organic herbal products naming DILACOX. This is the only organic herbal treatment and prevention. Since ancient times, plant and plant parts have an indispensable source of medicine for indigenous poultry production system. Although modern medical science has developed to a great extent but still farmer depends on plant parts and herbal remedies for indigenous poultry health management. Unfortunately, local medical traditions are being lost because they are communicated orally from generation to generation and are largely undocumented. Very little has been done to verify and validate information gathered. This unique product naming DILACOX is based on traditional preparation with the objective of curing coccidiosis for poultry health management both in small scale and large scale poultry production system. This Herbal and organic treatment should be followed strictly for best results in treatment of coccidiosis

DILACOX - 5ml/Ltr. Daily 1 week. Add probiotic (MOLPRO) in first drinking water and mix 200 gm ADLIFAC in feed. As coccidiosis attacks Immune system of bird directly, add ADIMMONE 5ml/Ltr with DILACOX marvelous results will be seen after one weekas

1. Mortality stop
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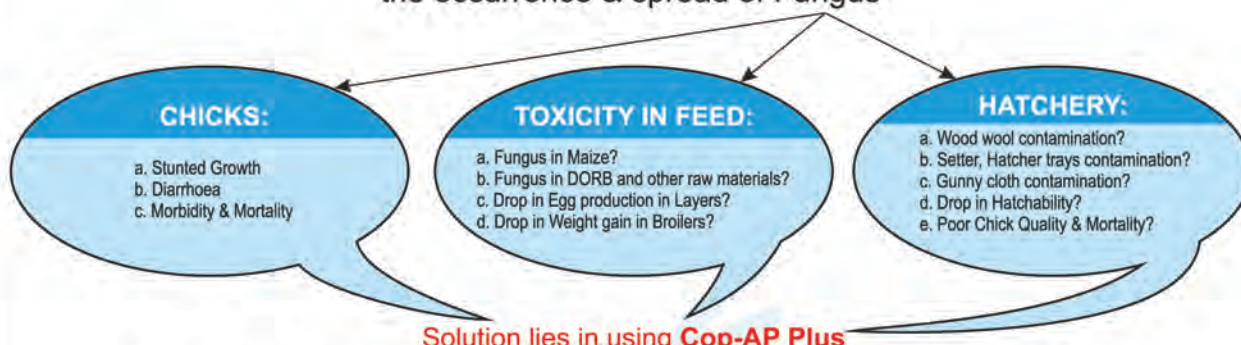


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For Further details please contact: **Dr. Naresh Gupta, Saurabh Gupta**



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Poultry Federation of India Team Honoured by IPEMA & Poultry India and Telangana Poultry Federation

During the recent visit of Poultry Federation of India Team to Hyderabad, Mr. Sanjeev Gupta, Vice President (HQ), Mr. Ricky Thaper, Joint Secretary, PFI and Mr. HarpalDhanda, MD, Unnat Group, had an engaging meeting with Mr. Uday Singh, President, Mr. Chakradhar Rao, Committee Member and Mr. SrikanthManchama, Treasurer,IPEMA / Poultry India, at Poultry India office, where key issues, future strategies and growth opportunities for the poultry sector were discussed.

The PFI visiting Team was honoured by Poultry India Team.


Under the dynamic and visionary leadership of Mr. Uday Singh Bayas, Poultry India has seen remarkable progress in recent years. As President of IPEMA / Poultry India, Mr. Uday has been instrumental in elevating the status of the poultry sector through sustained efforts in policy advocacy, capacity building, and strategic industry collaborations. By fostering dialogue between government bodies and poultry players, the Poultry India team has consistently demonstrated excellence, foresight and unwavering commitment to industry growth.

The efforts led by Mr. Uday and Poultry India committee members has not only helped unite the poultry fraternity across regions but also positioned Poultry India as a trusted and influential platform for innovation, modernization, and sustainability in Indian poultry production and trade.

Later along with Mr. Uday Singh and Mr. ChakradharRoa, Poultry Federation of India Team visited the newly established Cull Bird Single Window Sales facility. This pioneering infrastructure, developed by the Telangana Poultry Federation, represents a transformative step for the poultry marketing ecosystem in South India.

Mr. Mohan Reddy, President of Telangana Poultry Federation honoured the visiting PFI Team members and explained the functioning of this Cull Bird Single Window Sales facility.

This Single Window Sales system is designed to streamline the cull bird marketing process, enhance transparency, and ensure hygienic, efficient, and well-regulated trade practices. It is a model initiative that demonstrates how regional leadership, when aligned with industry needs, can result in practical and impactful solutions. Special appreciation goes to Mr. Mohan Reddy, President of Telangana Poultry Federation, and his entire team for their vision, dedication, and execution of this milestone project. Their work sets a benchmark for other regions to emulate.Kudos to Telangana Poultry Federation Team for leading innovation in poultry marketing.

The PFI team invited Telangana Poultry Federation Members to attend the upcoming 36th AGM of Poultry Federation of India being organised at Hotel Ramada, Lucknow (UP) ON October 08-09, 2025 and Mr. Mohan Reddy, President of Telangana Poultry Federation confirmed for their participation. 

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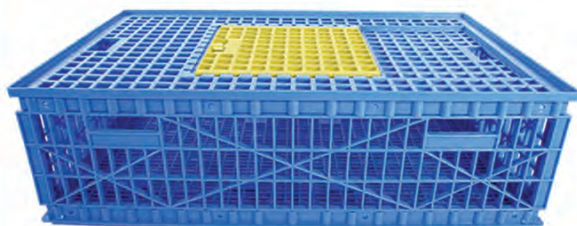
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RR Animal Health Care Ltd Hosts Technical Seminar on Mitigating Emerging Diseases in Broiler Breeders

RR Animal Health Care Ltd successfully organized a Technical Seminar on Mitigating Emerging Diseases in Broiler Breeders at Hotel Lakshya Inn, Jind. The gathering brought together leading poultry farmers, experienced consultants, and prominent channel partners & poultry media houses from across Haryana, all united by a shared commitment to tackling health challenges in Poultry.

The session was set in motion with an insightful keynote by Dr. Jayaraman Krishnarajan, a reknowned Poultry Consultant, who shared in-depth perspectives on current disease trends and strategies for early mitigation. Brief yet impactful talks were delivered by Dr. N. K. Mahajan, Poultry Consultant, Former HOD, Dept of Veterinary Public Health & Epidemiology, LUVAS, Hisar focusing on practical solutions and the role of innovation in modern poultry care. Dr. Mukesh Mahala, Cardiologist MBBS, MD (Gold Medalis) graced the occasion with speeches on how to mitigate sudden health issues pertaining to

heart for saving lives. The attendees contributed to dynamic discussions, highlighting field-level experiences and collaborative approaches to disease control.

From RR Team, Dr Debashis Dutta, Managing Director, shared the company's forward-looking plans to expand its portfolio of eco-friendly & scientifically robust solutions for poultry health. His remarks emphasized RR's commitment to innovation, farmer-centric outreach, and sustainable growth. Dr. Rajeeb Kumar Roy, Technical Head, introduced Newtrophyl Z+, the product designed to address specific health challenges in broiler breeders.

The formulation, developed through rigorous R&D, promises to enhance health & performance aligning with RR's eco-conscious values. The seminar was actively supported by Mr Anil, Mr Vinod Mishra, & by Dr. Shimanta M Sharma from the RR team. Their interactions with attendees underscored the company's collaborative and field-driven approach, fostering meaningful dialogue and reinforcing RR's commitment to ground-level engagement.

The seminar marked a critical step in strengthening disease management practices for broiler breeders in Haryana. With a focus on



New Saudi Quality Rule Puts Thai Poultry Industry on Notice

Saudi Arabia is

introducing a new, rigorous trade regulation for imported poultry, which will require Thai producers to obtain a new certification to maintain market access. The standard, known as 'Saudi G.A.P.' (Good Agricultural Practices), aims to ensure food safety and sustainability across the entire supply chain. The Saudi G.A.P. programme was launched by the Ministry of Environment, Water, and Agriculture (MEWA) in 2018 to enhance the kingdom's agricultural sector. It focuses on improving farming methods, protecting the environment, and building consumer confidence in local produce.



proactive solutions and knowledge exchange, the event reinforced RR Animal Health Care Ltd's commitment in supporting sustainable and healthy farming.

Moments from the event, including expert sessions and networking exchanges were captured in photographs, echoing the seminar's energetic and purposeful atmosphere.

RR Animal Health Care Ltd extends heartfelt appreciation to all attendees for their enthusiastic participation and reaffirms ongoing commitment to excellence in animal health care and eco-conscious innovation.

About RR Animal Health Care Ltd.

RR Animal Health Care Ltd is a company with diversified interested in Animal and Human Health & Nutrition segment. With over 12 years of legacy, this company has established itself with unique solutions for Human, Poultry, Aqua and Livestock management in India. With 3 manufacturing facilities in India, the company is committed to deliver value to its customers across diversified species & segments. Pioneer in farm biosecurity segment with new concepts, the company is well recognized as a 'Unique Solution Provider' across industries. For more info: www.rrahc.in. 🇮🇳

The standard, which is now being extended to imports, covers everything from efficient water usage and pest control to worker conditions and documented tracking systems. According to Dr Chaiwat Yothakol, Secretary-General of Thailand's National Bureau of Agricultural Commodity and Food Standards (ACFS), the ministry was notified of the new rule on 14 August 2024. The regulation will apply to all types of Thai poultry products, including whole chickens, breasts, legs, and wings. The ACFS has since entered into bilateral talks with MEWA to prepare for compliance. The Thai team, led by Rawinan Chamchalerm, Director of the ACFS Agricultural Commodity and Food Standards Policy Division, has proposed that Thailand's Department of Livestock Development be authorised to carry out the assessments and certifications on behalf of Saudi authorities.

This would help ease the burden on Thai exporters, and the proposal is currently under review by Riyadh. In the meantime, MEWA is set to launch an online registration system called "Naama" this August. This will allow poultry farms that wish to export to Saudi Arabia to apply for the Saudi G.A.P. certification directly. In a positive development for Thai exporters, MEWA has granted an extension for 11 Thai poultry plants already registered with the Saudi Food and Drug Authority (SFDA). These plants can continue exporting products from uncertified farms until March 2026, giving them a grace period to ensure their suppliers meet the new standards. The implementation of these stricter trade rules comes as Saudi Arabia's economy is experiencing a period of significant growth. The International Monetary Fund (IMF) has upgraded its economic growth forecast for the kingdom to 3.6% in 2025 and 3.9% in 2026, driven by a rebound in oil activity and a strong performance in non-oil sectors like tourism and manufacturing. This rapid economic expansion has turned Saudi Arabia into a high-potential market, prompting the country to introduce more rigorous trade conditions. Thailand's total exports to Saudi Arabia were valued at \$2.85 billion in 2024, a growth of 11.71%. For the first half of 2025, exports totalled \$1.25 billion, representing a growth of 3.86%. 🇮🇳



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Reducing the Impacts of High Feed costs with Organic Acids in Water to Achieve Desired broiler Production Profitability

Giseli Heim (Global Product Manager Selko-pH, Trouw Nutrition, The Netherlands)

Dr. Ashok Rajguru (Program Manager - Gut Health, Trouw Nutrition South Asia)



The poultry production sector is always challenged with high production costs, such as high raw material prices, energy, transport, labor, etc. Feed price represents about 70% of livestock production costs. Currently in India average feed cost is Rs.38/kg. When feed prices are higher, achieving production margins become more complex for the producers to achieve the desired profitability.

Organic acids (OA) are commonly added to poultry water to improve gut health, nutrient digestion, and overall performance. However, with high production costs, some producers stop using water acidifiers, others applying less frequently, and some continue to use acidifiers throughout the entire production cycle. But how does the use of OA impact the birds' performance and, consequently, the producers' financial outcomes?

How can broiler producers keep profitability when feed costs are high?

Feed conversion ratio (FCR) represents the amount of feed required to produce a given amount of body weight gain. Reducing FCR not only improves the economic efficiency of broiler production but also helps in optimizing feed utilization, reducing environmental impact, and improving overall profitability.

Improving FCR by 1 point may seem like a small change, but it can have a significant financial impact on a broiler farm. Let's consider, as an example, a broiler scenario to show the 1-point FCR reduction in financial

numbers: based on feed cost of Rs. 38/kg, 10,000 broilers with 2.5 kg gains, the result of reducing 1-point FCR (from 1.70 to 1.69 kg) means savings of Rs.9500 ($\text{FCR} \times \text{kg gains} \times \text{n birds}$) [Table 1].

In a larger scale, this 1-point FCR improvement can translate into substantial savings: if a producer raises millions of birds, the cost savings can be tens or hundreds of thousands in funds annually. The savings are even greater if feed prices are high.

There are many strategies to support FCR reduction in broilers, such as, optimizing genetics, improving feed formulation and feed quality, environmental, health and stress management, among others, including the use of feed additives. By combining these strategies, producers can achieve better feed efficiency, lower production costs, and improve the overall quality of production. Focusing on reducing FCR is key to ensuring that poultry production is economically viable.

Feed additives to manage high broiler production costs

Among the different feed additives used, blends containing OA can be an important tool for overcoming high production costs. Considering mode of action deployed by nutritional technologies, special blends of OA can support pH reduction in the crop and gizzard, resulting in a bacteriostatic effect against pathogenic bacteria, while also aiding digestion. The result is a healthier digestive tract and improved broiler performance.

Table 1. Example of 1-point FCR improvement in broilers

	Current FCR	1-point reduced FCR
Broilers		
FCR, kg/kg	1.70	1.69
Total feed ¹ , kg	42,500	42,250
Feed cost,	16,15,000	16,05,500
Savings from 1-point FCR reduction,		9500

¹ Based on feed cost of Rs 38/kg, 10,000 birds with 2.5 kg gains. FCR x kg gains x 10,000 (birds).

Table 2. Example of feed cost savings when FCR is reduced by using organic acids in water


	Competitor FCR	Selko pH FCR
Broilers		
Reduced FCR		-6 points ²
FCR, kg/kg	1.59	1.53
Total feed ¹ , kg	16561	15936
Feed cost,	6,29,318	6,05,568
Savings from 6-point FCR reduction, Rs		23750

¹ Based on feed cost of Rs 38 / kg, 9300 (4650 birds Selko pH & 4650 birds competitor group) birds with 2.240 kg gains. FCR x kg gains x 4650 (each group birds).

² Proven results of Selko pH on broilers' performance: -3.8 % FCR, 3.7 % final body weight.

Multiple studies carried out by Trouw Nutrition have demonstrated the benefits of OA blends delivered to broilers via water (Selko pH). A compilation of 20 broiler studies conducted in collaboration with research facilities, universities and farmers in different countries, thereby covering different production systems, climate, and housing conditions, show improvement on poultry performance, such as improved body weight gain and FCR. In the context of high production costs, using OA to improve FCR delivers a financial value. Considering the example above of reducing 1-point FCR (Table 1), if the FCR is further reduced by using Selko pH recent trial in Gujarat, central India in broilers for 39 days compared with competitor product (by -3.8%, -6 points), the savings are even higher (Table 2).

Conclusion

While no one can predict the consequences of global economic uncertainty on production costs, the economic effects of it will likely be felt by stakeholders across the industry. Proactive approaches that include OA blends designed to support bird's health and efficient production can help support producers' businesses during uncertain times. 

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2. Formation of Stronger Antimicrobial Solutions

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Dr. Priyanka Kamble
Sr. Marketing Manager

Newcastle Disease in India: A Silent Economic Killer in Poultry – Strategies for Mitigation

Introduction

Newcastle Disease (ND), caused by Avian Paramyxovirus Type-1 (APMV-1), remains one of the most devastating viral infections affecting the poultry industry in India. With high mortality rates, reduced egg production, and severe economic losses, ND poses a constant threat to both small-scale poultry farmers and large commercial producers. Despite advancements in vaccination and biosecurity, the disease continues to challenge the sustainability of India's poultry sector, which contributes significantly to the nation's agricultural GDP.

Newcastle Disease: A Persistent Menace

Newcastle Disease is highly contagious, affecting chickens, turkeys, and other avian species. The virus spreads through direct contact, contaminated feed, water, equipment, and even airborne transmission. Clinical signs vary depending on the strain but commonly include:

- **Respiratory distress** (gasping, coughing, nasal discharge)
- **Nervous signs** (twisting of the neck, paralysis, tremors)
- **Greenish diarrhoea**
- **Sudden drop in egg production** (thin-shelled or shell-less eggs)
- **High mortality** (up to 100% in unvaccinated flocks) In India, **velogenic strains** (highly virulent) are predominant, causing severe outbreaks that cripple poultry operations. (APMV-1 Velogenic NDV is responsible for Velogenic Viscerotropic ND (VVND) outbreaks in India).



Economic Impact on the Indian Poultry Industry

India is the **third-largest egg producer** and **fifth-largest poultry meat producer** globally. The poultry sector in India, valued at more than **USD 28 billion in 2021-22**, has been a vital component of the country's agriculture and food processing industry. Newcastle Disease disrupts this growth through:

1. Direct Losses Due to Mortality & Culling

- **Unvaccinated or poorly managed flocks** face mortality rates of **80-100%**, leading to massive financial losses.
- Government-mandated culling during outbreaks further exacerbates losses.

2. Reduced Egg & Meat Production

- **Layers:** A single ND outbreak can cause a **20-50% drop in egg production** & reduce egg quality, with recovery taking weeks.
- **Broilers:** Cause **severe mortality**. Infected birds suffer stunted growth, leading to lower market weights and downgrading at processing plants.

3. Increased Vaccination & Treatment Costs

- Farmers must invest in **regular vaccination schedules (Live & Inactivated ND vaccines)**, adding to operational costs.
- Secondary bacterial infections (E. coli, Mycoplasma) increase antibiotic usage, raising concerns over **antimicrobial resistance (AMR)**.

4. Trade Restrictions & Market Losses

- ND outbreaks lead to **quarantine zones**, restricting movement of poultry and products.
- Export markets (Middle East, Southeast Asia) impose bans on Indian poultry products during outbreaks, causing revenue losses.

5. Impact on Small & Marginal Farmers

- **Over 70% of Indian poultry farmers are small-scale**, lacking resources for strict biosecurity.
- A single ND outbreak can **bankrupt small farmers**, pushing them out of the industry.

Strategies to Combat Newcastle Disease

1. Strict Vaccination Protocols

2. Enhanced Biosecurity Measures

- **Farm-level hygiene:** Disinfection of footwear, vehicles, equipment.
- **Restricted access:** Prevent contact with wild birds & other farms.
- **All-in-all-out systems:** Reduce viral persistence in multi-age flocks.

3. Early Detection & Rapid Response

- **Regular serological monitoring** (HI tests for antibody titers).
- **Rapid reporting** of suspected cases to Veterinarians.

4. Proactive Measures for ND Outbreak Prevention

- **Compulsory ND vaccination programs** in high-risk zones.
- **Farmer awareness campaigns** on biosecurity best practices.

Conclusion: A Call to Action

Newcastle Disease is not just a health issue—it's an **economic catastrophe** for India's poultry industry. With the sector growing at **8-10% annually**, unchecked ND outbreaks can derail livelihoods and national food security.

The solution lies in:

- ✓ **Proactive vaccination**
- ✓ **Robust biosecurity**
- ✓ **Farmer education**
- ✓ **Stronger policy enforcement**

As veterinarians, researchers, and industry leaders, we must unite to **safeguard Indian poultry from Newcastle Disease**—ensuring sustainability for farmers and safe, affordable protein for millions.

For more details, please contact our technical team



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IPJA Technical Seminar at Hyderabad emphasized the seminar's goal to foster insightful discussions, knowledge sharing, and innovative solutions to drive future growth and sustainability of Poultry in Telangana

Mr. M.K. Vyas

President - Indian Poultry Journalists Association



The Indian Poultry Journalists Association (IPJA) and Telangana Poultry Federation recently hosted a pivotal Technical Knowledge Seminar in Hyderabad, bringing together esteemed guests, industry experts, and enthusiastic poultry farmers. The seminar served as a crucial platform to address the latest trends, persistent challenges, and burgeoning opportunities within the dynamic poultry sector. Despite heavy rains, the event saw significant participation, underscoring the industry's commitment to growth and sustainability.

Mr. M.K. Vyas, President - IPJA, opened the seminar by highlighting Telangana's poultry sector as a **vital part of the state's economy**, accounting for approximately 20% of India's vast 90,000 crore poultry industry and employing close to 7 lakh people directly or indirectly. He emphasized the seminar's goal to foster insightful discussions, knowledge sharing, and innovative solutions to drive future growth and sustainability.

The State of Telangana Poultry: Challenges and Opportunities

Mr. Kasarla Mohan Reddy, President, Telangana Poultry Federation while thanking the IPJA for conducting their seminar in Federation Building appealed all Poultry related companies and Associations to organise all their seminars or meetings in TPF Building and encourage them.

He has brought to the notice of gathering that Hyderabad is known as Egg basket of India as number one Egg Production. Even after separation from Andhra, We Stand as third largest with 4 crore layers and 3.5 crores eggs.



60% of our productions we are consuming locally with 180 Eggs per capita consumption and 12 Kgs chicken as Number One in India and upto targets of WHO. As Hyderabad emerged as 100 KM radius HMDA permissions for Poultry farms would be difficult. Still we should work together for Promotion of consumption of our productions unitedly promoting Egg carts, as NECC Chairperson distributed 100 Egg Carts.

He lamented that our cost of production of Egg is above Rs. 5.00 and Media is exposing it very high. We should educate the public about our cost of production. Suresh Rayudu, a key speaker and CII co-chair, delivered a comprehensive overview of the Telangana poultry industry. While Telangana ranks **third in egg production and fourth in broiler production** nationally, Rayudu noted a concerning decline from being a combined state that once accounted for 45-50% of India's eggs to roughly 30-32% today. He pointed out that other states like West Bengal, Uttar Pradesh, and Maharashtra have surpassed Telangana in broiler production.

Mr. Suresh Rayudu attributed this stagnation partly to **outdated practices** among many farmers who often lack basic knowledge of their farm operations, such as daily feed consumption. A critical dis-

advantage highlighted was the **lack of seriousness towards biosecurity**, which he unequivocally stated is the "best investment" with a guaranteed "return on investment... at least 10 times". He stressed that neglecting biosecurity leads to reliance on expensive drugs, increased mortality, and ultimately, going out of business. He provided vivid examples of farmers failing to implement simple biosecurity measures like providing uniforms, toilets, or preventing cranes from landing in farms, leading to disease outbreaks.

Despite these challenges, Rayudu painted a picture of **immense opportunity**. Poultry contributes **48% of Telangana's entire livestock economy**, and with Hyderabad being 46% urbanized

(projected to reach 65% by 2050), consumption rates are set to soar. Urban India consumes over 200 eggs per capita, similar to Europe, and over 10-12 kgs of chicken per capita, significantly higher than rural areas. This urbanization, coupled with a projected increase in per capita income from three lakhs to 25 lakhs by 2047, positions **protein consumption, particularly poultry, as a primary beneficiary of economic development**. Even with this potential, Telangana and Hyderabad are currently 76% protein deficient, presenting a "huge opportunity" for the industry.

To seize this opportunity, Suresh Rayudu outlined several necessities:

- **Value addition and processing:** This needs to increase significantly from the current state, ideally to 70% in the next 25 years.
- **Exports:** Currently insignificant, exports (including within India outside Telangana) present a great opportunity for safer, higher-quality products, especially given consumer fear over issues like bird flu.
- **Premier niche markets:** Opportunities exist for organic and free-range poultry, given Telangana's moderate environment.
- **Circular economy:** Converting poultry litter into biogas is a viable opportunity.
- **Smart farming:** Adoption of automation, climate control, and egg collection systems is essential to combat labor shortages.



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- **IoT and real-time monitoring:** These technologies can improve Feed Conversion Ratios (FCRs) by at least 15%.
- **AI and machine learning:** AI can help farmers identify why they are losing money and facilitate genetic innovation.
- **Genetic innovation:** Birds are now “super machines” capable of 500 eggs with less mortality, but this requires precise management, including maintaining body weight and uniformity at early stages.
- **Unity among farmers:** A crucial missing element that hinders fair pricing and market understanding.
- **Research and veterinary curriculum reform:** More veterinarians and updated training are needed to address practical farm challenges.
- **Proper disease diagnostic labs:** A critical need often overlooked in favor of less impactful subsidies.

He urged farmers to overcome “laziness” and embrace changes, emphasizing that producing good

quality products is often cheaper and yields higher returns through simple practices, like implementing biosecurity. Rayudu lamented the industry’s lack of real-time market data, in stark contrast to past leadership that knew precise egg distribution. He concluded that Telangana has “great opportunities” but only for those “willing to rise up to the challenge of running a good farm”.

Poultry India: A Global Platform for the Industry

Mr. Uday Singh Bayas, President of IPEMA and Poultry India, provided updates on the 17th edition of Poultry India, scheduled for November 26-28, 2024, in Hyderabad. He announced that **all seven halls are fully booked, with 520 exhibitors expected and over 45,000 visitors** from around the world, including delegations from Nigeria and Uganda. This signifies Poultry India’s growing international recognition as a premier event for learning and networking.

Singh also introduced the **new Poultry India mobile app**, designed to streamline the

experience for exhibitors and visitors, allowing for event scheduling, digital business card exchange, and QR pass generation to eliminate queues. He further highlighted the formation of **PI CIFA (Poultry India Confederation of Indian Poultry Associations)**, which has allocated **2.5 crore rupees for poultry development**, focusing on increasing domestic egg consumption and addressing industry issues collectively.

Innovations in Poultry Health and Management

Several speakers delved into cutting-edge solutions for poultry health and efficient farm management:

Immunotherapy for Enhanced Productivity: Mr. S. K Malhotra presented on **immunotherapy**, an indigenous research-based approach that supports birds’ immunity and vaccination systems from day one. He demonstrated that using immunomodulators significantly improves vaccine titers, increases total serum protein and albumin, and drastically **boosts bird survival rates** (100% in challenged IBD and ND

groups compared to 75-80% in control groups). This approach leads to higher hen house production, better hatching egg output, and notable **feed savings** (e.g., 1 kg feed per bird saved in brooding, translating to significant profit). He showcased how immunotherapy helps birds recover from stress (like extreme weather or electricity failure) and enables longer production cycles, with some flocks maintaining 75% production at 100 weeks and even 83% at 272 weeks without molting (during COVID). He also highlighted **remarkable FCRs in broilers** (e.g., 1.333 for 2.5 kg body weight, and less than 1.2 in EC houses). Crucially, eggs from farms on their immunomodulation program consistently test 100% ready for export, being free of pathogens like Salmonella.

The Critical Role of Chemistry in Biosecurity: Dr. Debasish Dutta, R.R Animal Health, underscored the **neglected “chemistry part” of biosecurity**, revealing alarming findings from chemical testing. He presented cases where formalin samples, supposedly 37-41% concentration, were found to contain as little as 4.85% or 20.65%, even from large integration companies. He emphasized that without knowing the true content of products like formalin, bleaching powder, or hydrogen peroxide, biosecurity protocols are compromised. His lab in Nagole offers **free testing for basic biosecurity chemicals and Antibiotic Sensitivity Tests (ABST)**, including biochemical testing to identify potential bacteria. Dr. Dutta also highlighted the **lack of regulation for veterinary feed**

additives in India, which allows for dubious product quality. He urged veterinarians and farmers to rely on **lab reports instead of brand values or marketing claims**, noting that Hyderabad possesses advanced testing facilities like HLC and GC machines, making testing accessible and affordable (700-1000 rupees per sample). He asserted that robust chemical testing would ensure product quality, optimize costing, facilitate tension-free purchases, and **significantly reduce India’s import bill** for veterinary products, stating India’s human pharma sector’s global success should inspire self-reliance in veterinary pharma.

Understanding Gizzard Erosion and Gut Health: Dr. Rajiv Kumar Roy introduced the topic of **gizzard erosion**. He presented photographic evidence of erosions in **peep embryos and 5-day-old layer and broiler chicks**, indicating the problem starts very early in the hatchery. He explained that these erosions create “entry points” for viral and bacterial infections, contributing to increased disease incidences. Gizzard, being the “hammer mill” of the bird, when compromised, leads to poor feed digestion. Clinical signs include reduced feed and water intake, pale combs, mild diarrhea, and significant performance impacts (5-25% production drop, 2-10% mortality), alongside weakened immune systems due to persistent inflammation. Dr. Roy linked gizzard erosion to **programmed cell death (apoptosis)** hijacked by viral and bacterial infections.

Sustainable Waste Management for a Circular

Economy: Mr. Shirish Dhopeswar, Chairman of Dhopeswar Engineering Private Limited, presented on converting poultry waste into valuable byproducts. He explained that waste from farms (manure, dead birds, unfertilized eggs), hatcheries (unfertilized eggs, eggshells), and slaughterhouses (meat waste) can be processed to create **sellable products**, contributing to a circular economy. His company offers **digester-based technology** that sterilizes, cooks, and dries waste under vacuum (High Temperature Short Time process), eliminating bacteria and transforming waste into dry, baggable powder or pellets. Products include organic fertilizer from manure and **meat meal with 65% protein and 20% fat** from slaughter waste, suitable for poultry and fish feed. This solution addresses pollution, reduces nuisance, meets court rulings, and provides an additional revenue stream for farmers, making poultry operations more sustainable and acceptable to local communities.

Optimizing Layer Performance Through Precision Nutrition: Dr. D.J Torane, V.H Group, provided in-depth insights into achieving **superior layer performance**, citing a research facility where flocks achieve **340-346 eggs in 72 weeks**, and some even **500+ eggs in 100 weeks**. He highlighted a significant scope to increase average production (currently 292 eggs) by 30-40 eggs per hen through nutrition. Key nutritional aspects emphasized included:



Energy cost: Accounting for 68% of total feed cost, precise energy feeding is crucial.

Digestible amino acids: Focus on specific lysine requirements, as this is a reference amino acid.

Early-stage feeding (first 18 weeks): Critical for frame and muscle development, which are irreversible after this period and crucial for long-term persistence.

Four-phase feeding program: Justifies nutrient requirements and improves efficiency.

Organ care: Proper development of breast muscle for energy reserves, medullary bone for calcium transfer to shells (30% of daily calcium), and liver health (requiring 100mg choline per bird per day).

Oviduct development: Proper protein deposition is key to preventing jumbo eggs and pullet eggs.

Shell gland and quality: Maintaining serum calcium levels (25mg) is critical, requiring proper particle size and coarse calcium in the evening.

Insoluble fibers (e.g., from sunflower): Improves gut health,

reduces picking problems, and aids digestion.

Economic impact of nutrition: Small savings in feed cost during rearing can lead to significant losses in the laying period. Undernutrition or imbalance can cause a bird to lose 24 eggs at the cost of 5 rupees per egg or losing 1% production at 30 rupees per bird for saving 0.5 rupees per kg feed. Conversely, investing 1.5 rupees in higher density feed can yield 13.5 rupees profit.

Intake-based formulations: Allows for precise feeding based on energy demand, ensuring all nutrients are met.

Light stimulation: Crucial at the right body weight (e.g., 1150-1250g) to control egg size and production cycles.


Calcium-phosphorus ratio: Needs to be carefully managed, especially reducing phosphorus levels in later stages to prevent shell quality problems.

Microtoxin reduction: Achieved by selecting good quality maize based on density (800+ density for zero toxins) and utilizing screening processes to eliminate large particles and impurities,

reducing microbial load by 90%. Automation in feed delivery systems was also recommended.

Mitigating Pesticide Contamination in Feed: Dr. Sarwar Ali of Immureka shed light on the pervasive issue of **pesticide contamination in corn**, a year-round problem, not just

seasonal. Farmers rely on pesticides to prevent 25-40% productivity loss from pests during cultivation (aphids, armyworms) and storage (weevils). He cited specific pesticides like chlorpyrifos, cypermethrin, and carbofuran, noting their Maximum Residual Limit (MRL) levels for corn. Dr. Ali presented a case study from North India where high broiler mortality and production loss were initially misdiagnosed as mycotoxin or IBH, but later traced to **carbofuran levels of 75 ppb (7.5 times the MRL of 10 ppb)**. He also mentioned a similar case in Telangana due to chlorpyrifos. As a probable solution, he proposed **diatomaceous earth (Expel product)**, extracted from fossilized algae, for its excellent binding capacity with major mycotoxins and hydrophobic pesticides like chlorpyrifos and deltamethrin, offering over 95% binding efficiency.

Mr. Amit Rana, secretary, IPJA, delivered vote of thanks and Mr. M.N.Rao, Vice President IPJA has conducted the Seminar successfully as Anchor. The seminar concluded with a renewed sense of purpose and a clear roadmap for the Telangana poultry industry. 

PFI Team meets Prof. SP Singh Baghel


Poultry Federation of India Team, Mr. Ranpal Dhanda, President, Mr. Sanjeev Gupta, Vice President (HQ), Mr. Ravinder Sandhu, Secretary, Mr. Ricky Thaper, Joint Secretary, gave a representation to Respected Prof. SP Singh Baghel Ji, Union Minister of State of Fisheries, Animal Husbandry and Dairying and other Senior Officials of Department of Animal Husbandry, Fisheries & Dairying, Government of India including Dr. Muthukumarasamy B, Joint Secretary -IAS (IT/NLM, Dr. SK Dutta, Joint Commissioner, Dr Lipi Sharewal, Deputy Commissioner and Dr. Gagan Garg, Deputy Commissioner, Department of Fisheries, Animal Husbandry & Dairying, Government of India, to discuss the present crisis in poultry industry. While discussions with Minister Sir, it was stressed that Government must grant 'Agricultural' status to poultry & livestock farming and ensure proper feed supplies & robust vaccination program for disease prevention amongst poultry. This first of its kind initiative by a Maharashtra state government aims to empower farmers by enabling access to subsidised agricultural electricity tariffs, tax relief, loans at concessional rates and subsidies on renewable energy infrastructure such as solar equipment. The Ministry of Fisheries, Animal Husbandry & Dairying must initiate similar policy at the national level, thereby formally bringing livestock and poultry farming under the



ambit of 'agriculture' sector. Such recognition would lead to benefits for millions of livestock farmers across states and would help in creating parity amongst the population associated with agricultural and poultry & livestock based farming practices.

It was also requested that there is an urgent need for a robust well-coordinated national vaccination and disease-monitoring program. Timely availability of vaccines, along with mass awareness and preventive action, is essential to safeguard bird health and protect farmers from huge economic losses. High market prices of maize (corn) & soybean meal, a key ingredient in the poultry feed, have adversely affected the cost of production of broilers and eggs. The government must initiate steps such as relaxation in import duties to provide support to feed industry, or enhanced domestic production incentives to stabilize feed prices and protect poultry farmer earning margins. The poultry sector, which is growing annually at around 7% to 8%, has a critical role in enhancing rural incomes, nutritional security and employment generation, especially for small farmers. The government must initiate urgent steps to protect farmers associated with poultry,

dairy & aqua farming so that it remains a remunerative livelihood option. During discussions, it was suggested that State Government should consult poultry stake holders to identify festivals and locations requiring restrictions. Also State Government should publish annual state-specific, location based non-sale day calendars at least three months in advance. During the discussions, it was suggested that there should be proper framework - location/ specific meat sale calendar and instead of prohibiting meat sales across entire districts or states, restrictions should be limited to the exact zones where religious observances occur. As poultry industry is the livelihood of millions engaged in poultry, livestock and allied sectors so such support from Center and State should help to minimise distress sales. This should be urgently looked into it to protect the livelihood of poultry farmers and will prevent loss of employment in rural and urban supply chains.

PFI Team appreciated the assurance given by Prof. SP Singh Baghel Ji, Union Minister of State of Fisheries, Animal Husbandry and Dairying of India for the best possible cooperation from Animal Husbandry Department officials. **PFI Team extended the invitation to Minister Sir and Government officials to attend Poultry Federation of India's 36th AGM being organised at Hotel Ramada, Lucknow (UP) from October 08-09, 2025 to which they gracefully accepted.** 



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Ceva Animal Health's New Global Headquarters



Ceva Animal Health unveiled its new headquarters, a strategic move for growth in livestock and poultry health. In Asia, where feed production rose 3.2%, this enhances vaccine access against diseases like IBV. The facility focuses on innovation, addressing challenges like heat stress in tropical climates. Industry growth at 2.5-3% globally benefits from such investments, with Asia leading in broiler production. Ceva's expansion supports smallholders in India and Vietnam, reducing mortality rates by 20%. Sustainability features include eco-friendly labs, aligning with regional net-zero goals. This happening signals confidence in Asia's \$150 billion market, with partnerships for biosecurity tech. Potential job creation: 500 roles in R&D. Overall, it strengthens supply chains amid geopolitical shifts. 


Asia's Poultry Meat Market Overview

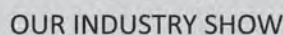


Index Box published a report titled "Asia's Poultry Meat Preparations Market to Grow at CAGR of 1.6% by 2035," detailing key developments in Asia's poultry meat preparations market. The market is projected to expand with a CAGR of 1.6% in volume and 2.1% in value from 2024 to 2035, reaching 10 million tons and \$42 billion by 2035, respectively.

In 2024, consumption in Asia increased to 8.6 million tons, up 3.3% from 2023, with a steady annual growth rate of 2.4% since 2013. The market value rose to \$33.3 billion, a 6.7% increase from the previous year, reflecting a 2.8% annual growth rate over the same period. China led consumption at 3.8 million tons (44% of total), followed by India at 1.5 million tons and Pakistan at 582,000 tons, with per capita consumption highest in Japan (4.1 kg), Turkey (3.5 kg), and Thailand (3.2 kg).

Production also grew, reaching 8.9 million tons in 2024, a 4% increase, with a 2.7% annual growth rate since 2013. The value of production was \$35.1 billion, growing at 3.0% annually. China was the top producer at 4.1 million tons (46%), followed by India at 1.5 million tons and Thailand at 901,000 tons.

Imports rose by 11% to 817,000 tons in 2024, with a 2.4% annual growth rate since 2013, valued at \$3.5 billion with a 2.5% annual increase. Japan dominated imports at 504,000 tons (62%), while China and the Philippines showed significant growth rates of 104.5% and 63.1%, respectively. Exports increased by 14% to 1.2 million tons, with a 4.5% annual growth rate, valued at \$4.7 billion with a 3.2% annual increase. Thailand led exports at 677,000 tons (59%), followed by China at 354,000 tons. These developments indicate a robust growth trajectory for Asia's poultry meat preparations market, driven by increasing demand and production capacity, with significant trade activity enhancing market dynamics. The expansion could lead to job creation, improved food security, and economic contributions, though challenges like supply chain disruptions and price volatility remain. 

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Discover Ecolex's New Website: Launching 1 September

Ecolex Animal Nutrition is proud to announce the upcoming launch of its all-new, user-friendly website on 1 September. This redesigned platform delivers a fresh, accessible experience across all devices—phones, tablets, and laptops—bringing users closer to sustainable and innovative animal nutrition solutions.



Central to Ecolex's mission is its unwavering commitment to promoting biosecurity best practices, recognized as a cornerstone in mitigating antimicrobial resistance (AMR). The new website highlights this vital focus within Ecolex's comprehensive approach, built around its Four Pillars of Competence, which drive performance, operational efficiency, and environmental sustainability in animal nutrition. These pillars include:

- **Functional Lipids** that enhance animal health and productivity
- **Performance Solutions** designed to maximize nutrient absorption
- **Health and Environment initiatives** focused on sustainability, biosecurity, and well-being
- **Alternative Ingredients** pioneering eco-friendly nutrition

Visitors to the site will discover tailored, comprehensive solutions addressing the unique needs of poultry, swine, ruminants, fish, shrimp, and companion animals. These solutions aim to boost performance while upholding Ecolex's strong biosecurity standards to help reduce reliance on antimicrobials and support animal health.

Following the initial launch, Ecolex will introduce the **Knowledge Hub**—a vital resource empowering users with the information necessary to protect their profits, support healthy animals, and safeguard the planet. Key features will include:

- **News and Updates** delivering the latest announcements and industry insights
- **Innovation and Technical Highlights** showcasing Ecolex's leadership in advanced animal nutrition


technologies, with a focus on biosecurity and AMR mitigation

Edward Manchester, Global Commercial Director of Ecolex Animal Nutrition, shared, "We're proud to offer a new digital platform that not only showcases our commitment to innovation and sustainability but also underscores our dedication to biosecurity best practices. Providing our customers and partners with the knowledge and tools to combat antimicrobial resistance is essential. This website is a key part of that ongoing journey."

Visit the new Ecolex Animal Nutrition website at www.ecolex.com or www.ecolexanimalnutrition.com starting 1 September, and join us in protecting profits, animal health and the planet.

About Ecolex Animal Nutrition

Founded in 2005, Ecolex Animal Nutrition is a global leader in innovative animal nutrition, with expertise embedded in molecular engineering and bioscience. We are dedicated to developing sustainable solutions that enhance productivity while minimizing environmental impact. Ecolex has become established as a leading manufacturer and supplier of specialty rumen bypass and rumen inert fats for the global dairy farming business. From our state-of-the-art production facility near Port Klang, Malaysia, we serve an extensive export market, supplying to more than 35 countries across five continents. Today, our core expertise is focused in 3 key areas:

- **Emulsification Technologies:** We lead the industry in advanced emulsification techniques that improve nutrient bioavailability and feed efficiency.
- **Advanced Lipid Nutrition:** Our specialists develop optimized fatty acid balances to enhance animal health and performance.
- **Sustainable Insect Proteins:** We pioneer the production of alternative protein sources that support eco-friendly practices. 

Website: <http://ecolexanimalnutrition.com/>



IPEMA & Poultry India Hosts Partners Excellence Gathering Meet – 2025 to Celebrate Industry Collaboration and Success

The Indian Poultry Equipment Manufacturers Association (IPEMA) and Poultry India proudly hosted the Partners Excellence Gathering Meet – 2025 (Meet – Connect – Celebrate) at Hotel Deccan Serai, Hyderabad. This special evening was dedicated to honouring the unwavering support of our valued vendors and partners who played a pivotal role in the tremendous success of the 16th edition of Poultry India Expo 2024.

The evening brought together around 40 key collaborators of IPEMA/Poultry India in an atmosphere of appreciation, networking, and celebration. A major highlight of the event was the acknowledgment of Poultry India's recognition as the **"Top Industry Catalyst 2025"** at the prestigious *Exhibition Excellence Awards*.

Mr. Uday Singh Bayas, President of IPEMA/Poultry India, addressed the gathering with heartfelt gratitude:

"On behalf of IPEMA and Poultry India, I extend our deepest



thanks to every associate and vendor who contributed to the grand success of Poultry India Expo 2024. Your dedication is what drives this industry forward. We are proud of our shared achievement in being named 'Top Industry Catalyst 2025' and look forward to continuing this journey together at the upcoming 17th Poultry India Expo 2025."

Felicitation of Excellence

As a token of appreciation, the following vendors were felicitated during the event for their exceptional contributions:

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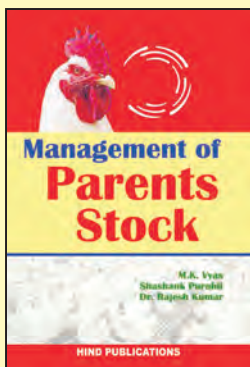
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The Excellence Gathering Meet - 2025 served as both a celebration and a reaffirmation of IPEMA/Poultry India's commitment to collective success and industry leadership.

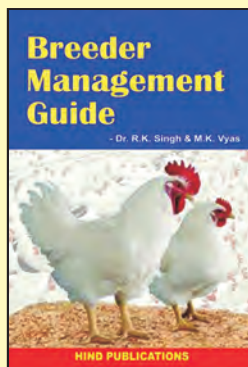
As preparations begin for the 17th edition of Poultry India Expo 2025, the organization remains enthusiastic about continuing to foster strong collaborations, innovation, and excellence within the poultry industry.



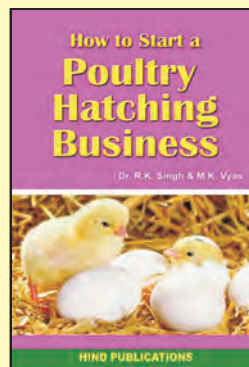
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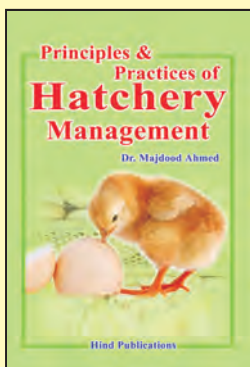
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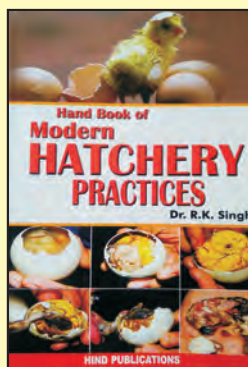
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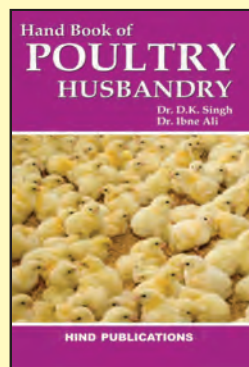
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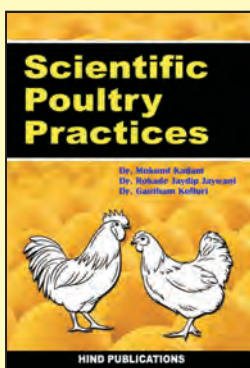
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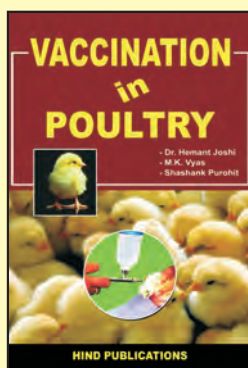
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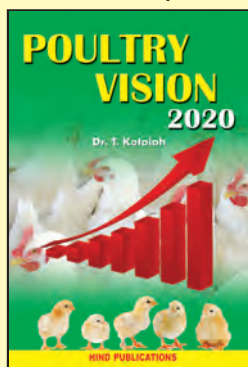
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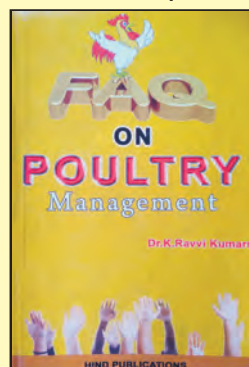
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Green Poultry Revolution: Building a Sustainable Future for Egg and Meat Production

Introduction

The poultry industry is one of the fastest-growing livestock sectors worldwide, contributing significantly to food security, employment, and income generation. With rising consumer demand for chicken meat and eggs, poultry farming has become a backbone of modern agriculture. However, intensive poultry production also raises questions about sustainability, environmental impact, animal welfare, and resource efficiency. This is where the concept of Green Poultry comes into play. Green Poultry is more than just a production method; it is a holistic approach that focuses on environmentally friendly practices, renewable resource use, waste management, animal welfare, and consumer health. The goal is to produce poultry products in a way that benefits farmers, animals, consumers, and the planet.

What is Green Poultry?

Green Poultry refers to the integration of sustainable practices in poultry farming to minimize environmental impact and maximize efficiency. It encourages farmers to use renewable resources, reduce greenhouse gas emissions, recycle farm waste, conserve water, and adopt eco-friendly housing and feeding systems.

Key principles include:

- **Efficient use of resources** (water, feed, and energy).
- **Reduction of waste and pollution** (through manure recycling and biogas generation).
- **Eco-friendly housing systems** (well-ventilated sheds with solar energy use).
- **Animal welfare** (providing adequate space, natural behavior expression).
- **Consumer health focus** (antibiotic-free, residue-free poultry products).



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Why Green Poultry is Needed

1. Environmental Sustainability – Poultry farming generates waste such as litter, droppings, and feathers. Without proper management, these can cause water pollution, soil contamination, and bad odor. Green Poultry helps convert waste into manure, compost, or energy.

2. Climate Change Mitigation – While poultry emits fewer greenhouse gases compared to ruminants, the growing industry still contributes to methane, ammonia, and carbon dioxide emissions. Eco-friendly feed formulations and renewable energy reduce this burden.

3. Rising Consumer Awareness – Today's consumers prefer meat and eggs produced under welfare-friendly and chemical-free conditions. Green Poultry ensures healthier, safer products that meet market expectations.

4. Economic Benefits – Although initial investment may be slightly higher, long-term benefits include lower input costs, premium pricing for green products, and improved farm efficiency.

Green Practices in Poultry Farming

To truly embrace green poultry, farmers must adopt sustainable techniques across different stages of production.

1. Housing Systems

- Use of solar-powered fans, heaters, and lights.
- Rainwater harvesting and natural ventilation in sheds.
- Thermal insulation to reduce energy consumption.

2. Feeding and Nutrition

- Incorporating locally available feed ingredients to reduce transportation emissions.
- Use of probiotics, prebiotics, and enzymes instead of antibiotics.
- Precision feeding to minimize wastage.

3. Waste Management

- Conversion of poultry litter into organic fertilizers and biogas.
- Proper composting methods to reduce odor and flies.
- Recycling of feathers into feather meal for animal feed.

4. Animal Welfare

- Sufficient space, clean water, and enriched environments.
- Reducing stress through good management practices.
- Avoiding overuse of growth-promoting substances.

5. Renewable Energy Integration

- Solar energy for heating water and running equipment.
- Biogas plants from poultry manure to generate electricity.

Role of Technology in Green Poultry

Modern technology plays a crucial role in making poultry more sustainable:

- **Sensor-based monitoring** to track temperature, humidity, and air quality in sheds.
- **AI-driven precision farming tools** to optimize feed conversion ratios.
- **Blockchain** for supply chain transparency, ensuring consumers know how their poultry products are raised.
- **Smart waste treatment plants** to convert litter into high-value products.

Benefits of Green Poultry

- **For Farmers:** Reduced feed and energy costs, improved efficiency, and higher returns through eco-labeled products.
- **For Consumers:** Safer, antibiotic-free, residue-free meat and eggs with better nutritional quality.
- **For Animals:** Better housing, welfare, and reduced stress.
- **For Environment:** Lower pollution, effective waste recycling, and reduced greenhouse gases.

Challenges in Adoption

While the idea of green poultry is promising, several challenges exist:


- Higher initial investment in renewable systems like solar panels or biogas plants.
- Lack of technical knowledge among small-scale farmers.

- Limited awareness among consumers in rural markets.
- Need for government policies and subsidies to encourage adoption.

The Road Ahead

The future of poultry farming lies in sustainability. Policymakers, scientists, and farmers must work together to make green poultry a mainstream practice. Training programs, financial incentives, and awareness campaigns can accelerate adoption. Consumer support for eco-friendly products will also push farmers towards green practices. Green Poultry has the potential to transform the poultry sector into a climate-smart, welfare-friendly, and profitable industry. By embracing green technologies today, we ensure healthier animals, safer food, and a cleaner planet for future generations.

Conclusion

Green Poultry is not just an alternative—it is a necessity for the future of farming. It offers a win-win situation for everyone involved: farmers gain economic benefits, consumers receive safer products, animals enjoy better welfare, and the environment stays protected. By adopting green housing, sustainable feeding, waste recycling, renewable energy, and welfare practices, poultry farming can become a model of responsible agriculture. The journey may be challenging, but the rewards are long-lasting. With collective efforts, Green Poultry can truly redefine the poultry industry and contribute to a sustainable food system. 



ILDEX Philippines 2025 A Hub of Innovation and Collaboration concludes with Thumping Success

The Philippine Poultry Show and ILDEX Philippines 2025, held in Manila, emerged as a pivotal platform for poultry, livestock, and aquaculture advancements in Southeast Asia. Attracting over 7,400 participants from 37 countries, the event showcased cutting-edge technologies and fostered regional collaboration, concluding with resounding success.

Global Innovations on Display

Co-organized by VNU Asia Pacific, Deltaman, the United Broiler Raisers Association, and the Philippine Egg Board Association, the event featured over 260 global brands from 22 countries. Exhibitors presented innovative solutions in genetics, animal health, nutrition, automation, and climate-smart housing, driving



efficiency and sustainability in the animal protein sector. Highlights included precision feeding systems, advanced broiler ventilation, and cage-free layer technologies.

Knowledge Exchange and Industry Insights

The conference program drew over 760 delegates, including producers, veterinarians, feed manufacturers, and policymakers. Expert-led sessions covered critical topics such as aquaculture trends, food safety compliance, and sustainable production practices, offering practical solutions and regional perspectives to address industry challenges.

Regional Leadership and Resilience

With robust international and local participation, the event underscored the Philippines' growing influence in Asia's poultry and livestock sectors. Organizers praised the vibrant turnout as evidence of the industry's resilience and commitment to innovation amid global challenges.





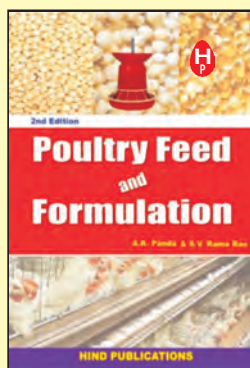
Philippines' Poultry Industry Growth

The Philippines' poultry sector continues its upward trajectory in 2025, bolstered by enhanced biosecurity and post-pandemic demand recovery. In Q1 2025, poultry output reached 711,160 metric tons, up 9.3% year-on-year, with a production value of PHP 110.82 billion (approximately USD 2 billion), accounting for 17.8% of the nation's agriculture and fisheries output. The second quarter saw a further 7% increase, driven by strong chicken and egg production.

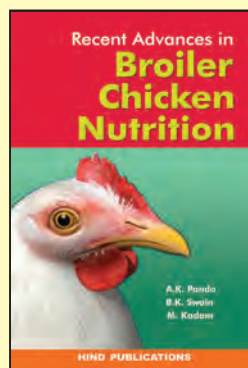
The Philippine Poultry Show and ILDEX Philippines 2025 solidified its reputation as a dynamic platform for innovation, collaboration, and growth, empowering the region's animal protein industry to thrive.



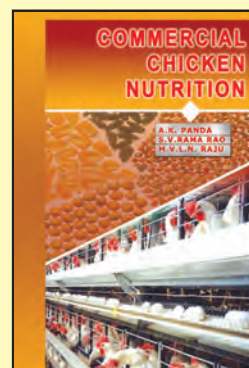
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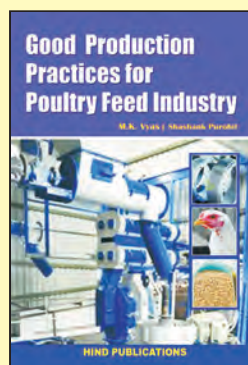
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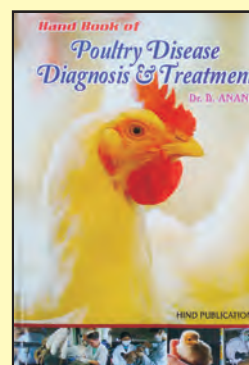
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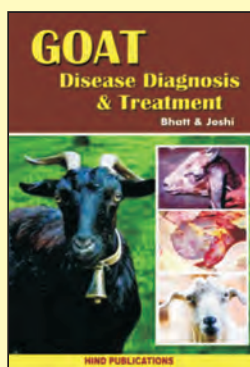
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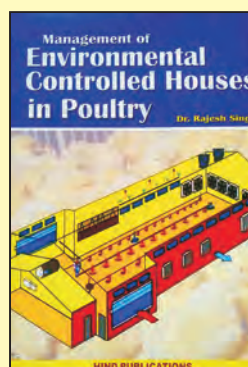
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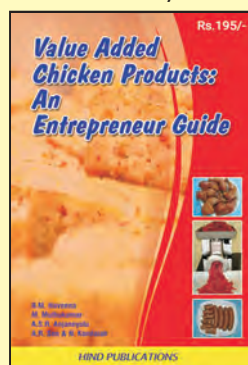
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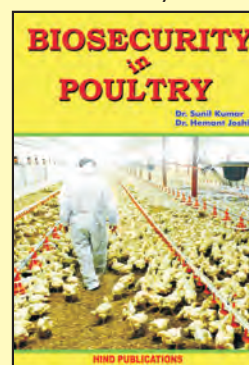
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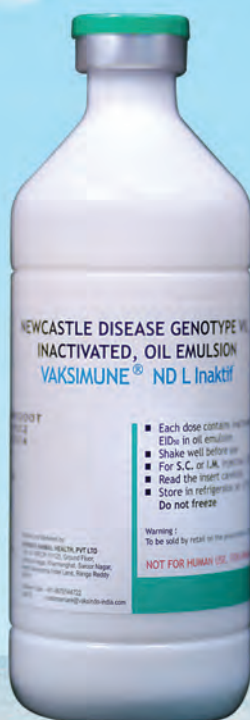


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