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- L-Threonine
- L-Tryptophan
- L-Valine
- L-Isoleucine

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- Phytase
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- Amoxicillin
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- Ivermectin
- Anticoccidials

## BULK PRODUCTS

- Di Calcium Phosphate (DCP)
- Monocalcium Phosphate (MCP)
- Sodium Bicarbonate
- Premix (Layer)
- Premix (Broiler)

## VITAMINS

- Vitamin - A
- Vitamin - E
- Vitamin - C
- Vitamin - B1, B2, B9
- Vitamin - K



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MONTHLY POULTRY MAGAZINE

VOL. XXIV No. 8 February 2026

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# 204, Plot No. 19, Huda Complex,  
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YEARLY SUBSCRIPTION :

India Rs. 500/-

OTHER COUNTRY : \$ 60 or Equivalent

Edited, Printed, Published and owned by  
**M.K. Vyas and Published** from  
# 204, Plot No. 19, Huda Complex,  
Saroor Nagar, Hyderabad - 500 035. INDIA.

Design and Typesetting  
**Akshaya Graphics**, Hyderabad.

Printed at  
**Akruti Offset Printers**, Hyderabad.

A Magazine of  
**HIND PUBLICATIONS**

RNI No. 7030/2002

Subject to Hyderabad Jurisdiction

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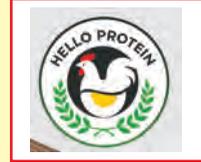
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# Contents

HIND POULTRY FEBRUARY 2026

**WHY TO ASSOCIATE WITH US?**

**HIND POULTRY**

- With more than 15,000 Readers Globally
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Pg. 35



Pg. 09



Pg. 13



Pg. 17



Pg. 35

Ecolex Animal Nutrition Progressing from Products to Partners.. 09

IPEMA–Poultry India Team Visits Kesla ..... 13

IPPE 2026 Setting New Milestones for the Global Poultry ..... 17

Understanding the Gastro Intestinal Tract of the Chicken ..... 21

PFI Officially Issues Two Detailed Communications ..... 18

Future of Feed Additives at Advanced ..... 25

Namakkal Poultry Hub Sets Global Benchmark ..... 31

AviaGen India Technical School at Hotel Avasa ..... 35

Misinformation about Hormone use in the Poultry Industry.. 39

NOVUS Releases Global Soybean Data ..... 44

Trouw Nutrition’s 2025 Global Mycotoxin Review ..... 45

Dr. Karanam Balaswamy Honored for 50 Years of ‘Egg Excellence’ ..... 47

Nepal's Poultry Industry Facing Downward Trend Post-Covid Pandemic ..... 49

Preparing Poultry Houses for Cold Weather ..... 52

USDA's January 2026 outlook ..... 54

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**Northern Region**

<b>COMPANY:</b> Sampoorna Feeds  <b>FARMER NAME:</b> Mr. Nirmal Singh	<b>DECEMBER-2025</b>	<b>Top #1</b>
	Farm Type	Open House
	State	PUNJAB
	Chicks Placed	3260
	Mean Age	32.0
	Avg Body Wt	2386
	FCR	1.370
	cFCR	1.284
	Livability%	96.1
	Daily Gain	74.6
EPEF	523.0	



**Eastern Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Ms. Nilima Roy	<b>DECEMBER-2025</b>	<b>Top #1</b>
	Farm Type	Open House
	State	BENGAL
	Chicks Placed	1288
	Mean Age	41.0
	Avg Body Wt	3084
	FCR	1.433
	cFCR	1.192
	Livability%	95.7
	Daily Gain	75.2
EPEF	502.5	



**Central Region**

<b>COMPANY:</b> Japfa  <b>FARMER NAME:</b> Mr. Ankush Baban Jagadale	<b>DECEMBER-2025</b>	<b>Top #1</b>
	Farm Type	EC House
	State	MAHARASHTRA
	Chicks Placed	6788
	Mean Age	33.6
	Avg Body Wt	2494
	FCR	1.386
	cFCR	1.276
	Livability%	96.3
	Daily Gain	74.1
EPEF	515.0	



**South Region**

<b>COMPANY:</b> SKM  <b>FARMER NAME:</b> Ms. Dhivya Ayilam	<b>DECEMBER-2025</b>	<b>Top #1</b>
	Farm Type	EC House
	State	TAMILNADU
	Chicks Placed	22490
	Mean Age	32.2
	Avg Body Wt	2210.0
	FCR	1.340
	cFCR	1.293
	Livability%	97.1
	Daily Gain	68.6
EPEF	497.3	



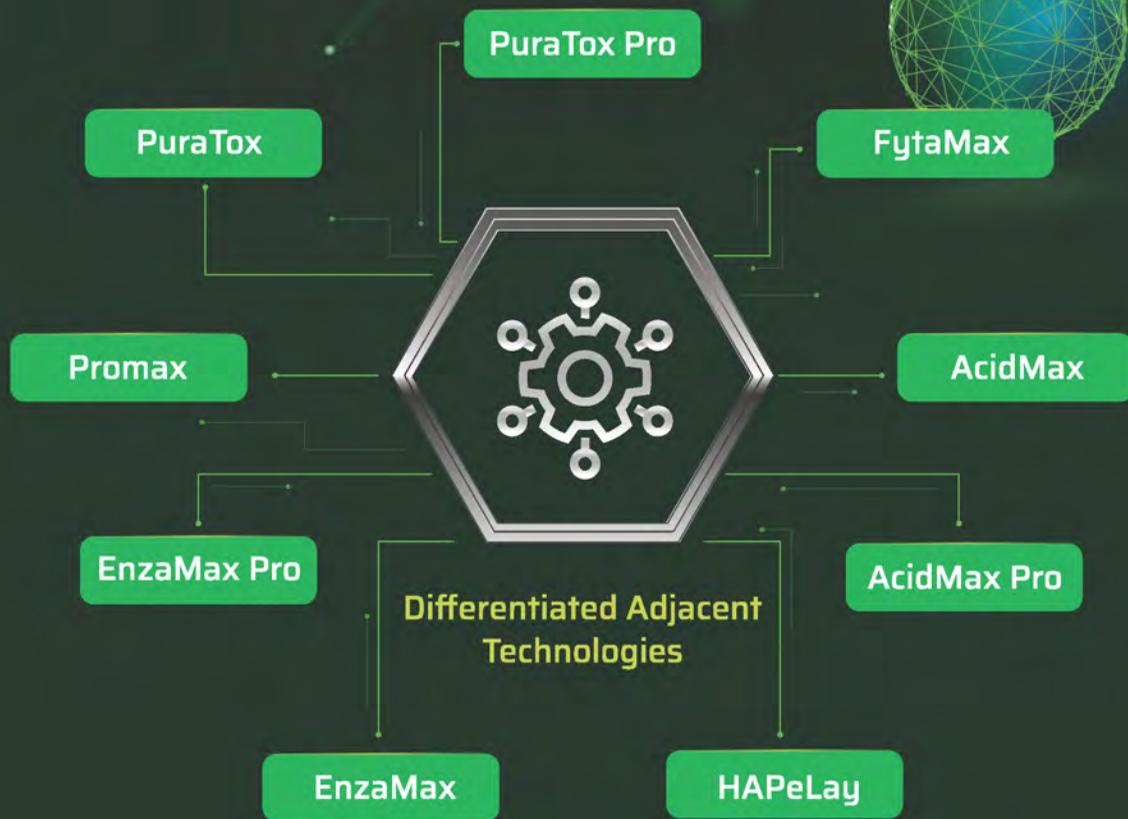
**DECEMBER-Top PERFORMANCE BY AREA**

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	5082	40.0	3147	1.590	1.335	95.8	78.7	474.0
North Open House	3260	32.0	2386	1.370	1.284	96.1	74.6	523.0
East EC House	10991	36.0	2658	1.503	1.357	95.6	73.8	469.8
East Open House	1288	41.0	3084	1.433	1.192	95.7	75.2	502.5
Central EC House	6788	33.6	2494	1.386	1.276	96.3	74.1	515.0
Central Open House	6228	33.1	2418	1.407	1.314	96.5	73.0	501.1
South EC House	22490	32.2	2210	1.340	1.293	97.1	68.6	497.3
South Open House	1860	33.5	2390	1.420	1.333	96.9	71.4	487.3

**DECEMBER-Top 10 FIELD PERFORMANCE**

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN HOUSE	PUNJAB	3260	32.0	2386	1.370	1.284	96.1	74.6	523.0
Flock 2	OPEN HOUSE	PUNJAB	4960	31.6	2334	1.380	1.306	97.0	73.9	519.4
Flock 3	OPEN HOUSE	HIMACHAL PRADESH	8929	36.6	2854	1.440	1.250	96.0	77.9	519.4
Flock 4	EC HOUSE	MAHARASHTRA	6788	33.6	2494	1.386	1.276	96.3	74.1	515.0
Flock 5	EC HOUSE	MAHARASHTRA	9979	32.3	2348	1.369	1.292	97.1	72.6	514.9
Flock 6	OPEN HOUSE	PUNJAB	8168	35.2	2667	1.430	1.282	96.1	75.7	508.5
Flock 7	EC HOUSE	MAHARASHTRA	13820	33.4	2428	1.400	1.305	97.2	72.8	505.3
Flock 8	OPEN HOUSE	PUNJAB	3506	31.2	2302	1.390	1.323	95.0	73.8	504.0
Flock 9	EC HOUSE	MAHARASHTRA	8695	32.4	2246	1.347	1.292	97.7	69.4	503.2
Flock 10	OPENHOUSE	PUNJAB	9694	36.1	2673	1.430	1.280	97.1	74.1	503.0

# Partnering for Progress



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[www.ecolex.com](http://www.ecolex.com)



# ECOLEX ANIMAL NUTRITION Progressing from Products to Partners

**Ecolex Animal Nutrition’s** Partnering for Progress: South Asia” workshop, held in Bangkok 19-20 January 2025, brought together distribution partners from throughout the region, as well as leading consultants and collaborators to drive sustainable innovation in animal agriculture.

## Partnering Up

Like the often quoted African proverb “If you want to go fast, go alone; if you want to go far, go together,” true progress demands teamwork and cross-sector collaboration. As such, Ecolex is transforming its role in the animal agriculture sector, evolving beyond just supplying innovative feed



**Edward Manchester**  
Global Commercial Director  
Ecolex Animal Nutrition

additives. According to **Edward Manchester**, Global Commercial Director, “Ecolex recognizes it cannot address every animal health component of One Health alone. By teaming with specialized leaders in the critical One Health areas of farm management and biosecurity and hygiene, we seek to create integrated, real-world solutions that enhance farm efficiency, reduce antimicrobial resistance (AMR), and promote sustainable practices. We are proud to foster these vital

partnerships that advance the livestock sector.

“Ecolex looks forward to formalizing these strategic partnerships in the near future that will offer not just products, but solutions, including training programs and testing services,” noted Manchester. “We aim to deliver comprehensive solutions, creating real long-term value for our distribution partners and their customers across South Asia and beyond.”

## Ecolex Innovations

In the only session on products, adjacent feed additive technologies were introduced:

- **AcidMax Pro** – proprietary blend of organic acids with Ecolex Artificial Micelle Technology™, ensuring optimal gut health and performance
- **PuraTox Pro** – bentonite and proprietary humate-based binding technology and



mycotoxin degrading enzymes to mitigate mycotoxins

- **EnzaMax Pro** – next generation multi-enzyme blend with proprietary Ecolex emulsification technology
- **FytaMax Pro** – advanced, intrinsically thermostable 6-phytase

We recognize the market for these feed additives is crowded, which is why we provide differentiation. For example, AcidMax Pro is a blend of formic and propionic acids, with emulsified alpha-monolaurin. This leverages Ecolex’s proprietary emulsification expertise to significantly increase the biopotency compared to glycerol monolaurin. Formic and propionic acids are recognised as having the highest antimicrobial activity, and are synergistic in their effects. Furthermore, using a small particle size silica carrier, provides a higher absorption capacity and better mixing uniformity compared to products using vermiculite carriers.

### Insights and Networking

“The energy and engagement from workshop attendees underscored our shared goal—building a healthier, more sustainable future for animal



agriculture in South Asia. Participants praised the event’s blend of professional insights and relaxed networking. The informal moments of connection were just as valuable as the technical sessions, building trust and collaboration among our distribution partners,” concluded Manchester.

### About Ecolex

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. 





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## **IPEMA–Poultry India Team Visits Kesla, Madhya Pradesh, Reinforcing the Strength of Women-Led Smallholder Poultry Institutions**

### **Understanding a Proven Smallholder Poultry Ecosystem**

The Kesla poultry initiative traces its origins to 1993 in the tribal block of Kesla, Madhya Pradesh, where decentralised broiler farming was introduced as a livelihood intervention for landless and marginal households, particularly women from tribal and Dalit communities. Over time, this intervention evolved into one of India’s most successful women-led poultry cooperative models, culminating in the formation of Madhya Pradesh Women Poultry Producers Company Limited (MPWPCL) in 2006 as a federated producer company.

Today, this model demonstrates that smallholder poultry farming – when collectivised, professionally managed, and supported by strong backward and forward linkages – can be economically competitive with large commercial enterprises while delivering far-reaching social and livelihood impact.

### **Scale, Impact, and Backward Integration of MPWPCL**

MPWPCL currently operates across 17 districts of Madhya



The IPEMA–Poultry India team, led by its President Mr. Uday Singh Bayas, undertook a two-day field visit to Kesla village, Madhya Pradesh, on 21st and 22nd January 2026, to engage with KPS – Kesla Poultry Society and MPWPCL – Madhya Pradesh Women Poultry Producers Company Pvt. Ltd. The visit highlighted a nationally significant example of inclusive, community-owned poultry development that integrates grassroots empowerment with professional management and industrial-scale efficiencies.

The engagement reflected shared values of respect, mutual learning, and a strong commitment to the sustainable and inclusive growth of India’s poultry sector. Discussions focused on the economics of smallholder and commercial poultry production, women-led cooperative institutions, governance of producer-owned enterprises, and pathways for effectively integrating smallholders into organised poultry value chains.



Pradesh, engaging more than 9,000 women poultry producers organised into 17 producer collectives spread over 300+ villages. Collectively, these institutions have generated annual revenues exceeding Rs. 455 crore, with annual producer incomes surpassing Rs. 20–25 crore, while also creating dignified employment for over 1,000 community youth.

During the visit, the IPEMA delegation received an in-depth walkthrough of MPWPCL’s integrated operations, led by Mr. Deepak Tushir, Chief Executive Officer, MPWPCL, who guided the team through the enterprise’s value chain, institutional architecture, and operational systems. The delegation also benefited from extensive knowledge sharing by Mridu Pawan Hazarika, Chief Operating Officer, MPWPCL, who shared insights on the economics of smallholder

poultry, cooperative governance, risk management, and the balance between social impact and commercial viability.

The delegation also visited MPWPCL’s modern, fully automated pellet feed manufacturing plant at Kiratpur Industrial Area, Itarsi, established in 2018. With a current production capacity of 200–250 metric tonnes per day, the facility ensures



consistent feed quality for over 9,000 women producers and plays a critical role in strengthening productivity, cost efficiency, and resilience across the women-led poultry value chain.

### IPEMA’s Perspective and Way Forward

The visit was further enriched by the guidance of Dr. P. K. Shukla, President, Indian Poultry Science Association, whose perspectives reinforced the scientific, institutional, and economic robustness of the Kesla smallholder poultry model.

Speaking on behalf of IPEMA–Poultry India, Mr. Uday Singh Bayas, President, stated that the Kesla-MPWPC experience stands as a living demonstration of how professionally managed, women-led smallholder poultry systems can complement commercial poultry enterprises while delivering deep and lasting social impact. He reiterated IPEMA’s commitment to supporting such grassroots institutions and strengthening collaborations that advance inclusive growth, sustainability, and resilience in India’s poultry sector. 

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- COBALT CARBONATE

## VITAMINS

- VITAMIN - E
- VITAMIN - A
- VITAMIN - C
- VITAMIN - K
- VITAMIN - B9



## BULK PRODUCTS

- DI CALCIUM PHOSPHATE (DCP)
- MONO CALCIUM PHOSPHATE (MCP)
- SODIUM BI CARBONATE (SBC)

## AMINO ACID

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- L-LYSINE HCL
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SWISS VITAMIN - K

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SWISS VITAMIN - B2

SWISS VITAMIN - B9

SWISS VITAMIN - D3

SWISS VITAMIN - B5

SWISS VITAMIN - B1

## AMINO ACIDS

- DL-Methionine
- L-Lysine Hcl
- L-Threonine
- L-Tryptophan
- L-Valine
- L-Isoleucine



ANIMAL FEED SUPPLEMENT



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- Enrofloxacin
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- Levofloxacin
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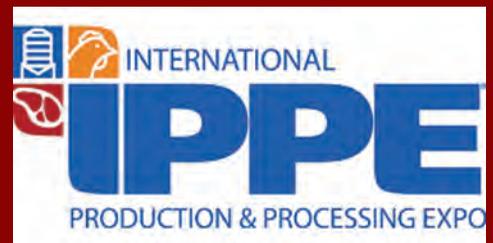
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International Production & Processing Expo (IPPE) 2026, a collaborative effort of the International Poultry Expo, International Feed Expo and International Meat Expo, was successfully organized by the U.S. Poultry & Egg Association, American Feed Industry Association (AFIA) and North American Meat Institute at the Georgia World Congress Center, Atlanta, USA, from January 27-29,

## IPPE 2026 Setting New Milestones for the Global Poultry, Meat & Animal Food Industry

– Ricky Thaper



2026. Another remarkable edition, IPPE 2026 attracted attendees from more than 130 countries, reaffirming its position as the world's largest annual poultry & egg, meat and animal food industry event. The expo featured more than 1,380 exhibitors across 6,65,000 square feet of exhibit space, showcasing the latest technological advancements, services and products focused on poultry, meat and animal food production.



International participation remained strong, with significant representation from North America, Latin America, Europe, the Middle East, Africa, South Asia and Southeast Asia, enabling meaningful business interactions and cross-border collaborations. More than 80 educational sessions were



conducted during the expo, covering critical themes such as poultry health management, biosecurity, sustainability, artificial intelligence, plant efficiency, market intelligence and industry innovation. Key knowledge platforms included the International Poultry Scientific Forum, Tech Talks, and industry-focused summits, offering practical insights, research-driven solutions and future-ready strategies for poultry and animal food professionals. The exhibition showcased cutting-edge advancements in poultry processing equipment, automation and robotics, animal health products, nutrition solutions, feed ingredients and sustainable production technologies. IPPE 2026 once again proved to be the premier global platform for unveiling next-generation innovations shaping the future of animal agriculture, while also facilitating meaningful interactions among poultry industry leaders from around the world.

This year Indian Pharmaceutical and Equipment Companies Strengthen Global Presence at IPPE 2026, reflecting India's growing influence in the global poultry, feed, equipment and animal health industries. By showcasing innovation, sustainability and cost-effective solutions on one of the world's most prestigious international platforms, these companies strengthened their global footprint and enhanced Indian brand visibility on the world stage.

The U.S. Soybean Export Council (USSEC) played a key role at IPPE 2026, showcasing the importance of U.S. Soy in advancing global animal nutrition and sustainable feed solutions. At the USSEC booth, board members and senior management engaged with visitors, sharing insights on industry trends, modern feed formulations and success stories across poultry, dairy and aquaculture sectors.

The Soy Excellence Center (SEC) was also highlighted for its role in building technical expertise and strengthening the global soy value chain. The industry now looks forward to the next edition of IPPE, scheduled to be held at the Georgia World Congress Center, Atlanta, USA, from January 26-28, 2027, promising even greater opportunities for advancement across the poultry, meat and animal food sectors. 



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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.



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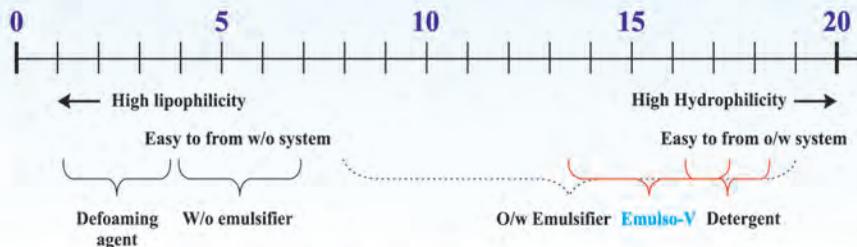
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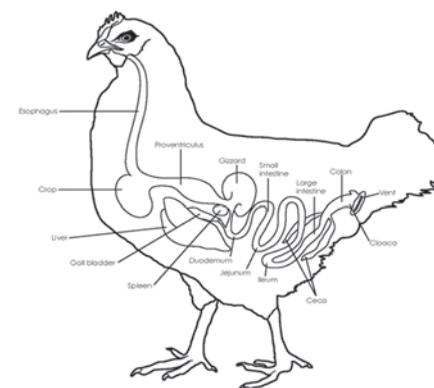
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Dr S.K.Maini

The Gastro-intestinal tract of the chicken like other animals, normally harbours and maintains a variety of microbiota consisting of bacteria, virus's, protozoa, fungi etc., which keep changing with the environment, season, weather conditions, various stresses, type of feed, its composition and the birds age, helping the digestion, absorption of nutrients and the immune functions of the birds and disease resistance, to ensure good overall performance.



### Factors Affecting/Damaging the Barrier Function:

**Stress:** Can activate the HPA axis, leading to barrier dysfunction.

**Diet:** Amino acids (like arginine, glutamine, threonine) and supplements (like Chlorella vulgaris) can support barrier integrity, while poor nutrition weakens it.

**Infectious Agents:** Pathogens (e.g., Salmonella) and toxins directly damage the barrier.

**Microbiota Imbalance:** Dysbiosis increases susceptibility to disease.

This barrier function needs to be maintained in good working

# Understanding the Gastro Intestinal Tract of the Chicken

## Barrier functions and Structure's

**G**ut health heavily depends on the maintenance of a delicate balance between the host, the intestinal microbiota, the intestinal environment, various stress, dietary nutrients and composition, presence of mycotoxins, anti nutrients and other antagonistic compounds. If this balance is disturbed, the birds suffer, their growth, health and performance are all compromised.

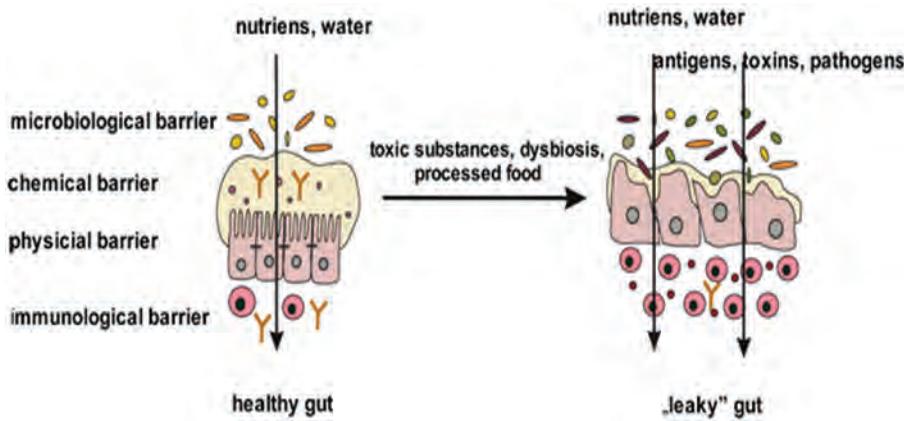
The gastro-intestinal tract of a bird is a highly specialised tube, that starts at the beak and ends in the cloaca. The primary function of the gastro-intestinal tract of the chicken is to digest and absorb the nutrients contained in the feed being fed, to meet the metabolic demands for maintenance, growth, development, production and reproduction, and forms a barrier to prevent the entry of pathogens (Bacteria, Virus's, Fungus, Protozoa etc), biotoxins (mycotoxins, tannins, anti-nutrients, incompatible chemicals, medicines and drugs etc.), due to its barrier function, a state of desirable homeostasis exists, that is essential for the birds growth, immunity, health and performance .

### How the barrier function works:

**Selective Permeability:** Allows essential nutrients, water, and electrolytes to pass while restricting or stopping the harmful substances.

**Physical & Chemical Defense:** The mucus layer and antimicrobial peptides provide protection from harmful micro-organisms.

**Immune Surveillance:** Local immune cells monitor and respond to various types of microbial threats, entering through the contaminated drinking water or feed.



conditions at all the times, to ensure, there is no inflammation, physical damage, and the gut integrity is adequately maintained to ensure proper absorption of nutrients, their utilisation and metabolism for the birds requirements, to ensure performance as per its genetic potential.

The intestinal barrier consists of 4 layers: microbiological, chemical, physical and immunological. Under the influence of exogenous or endogenous factors, the intestinal barrier is damaged, leading to a phenomenon called “leaky gut”.

The barrier function in the chicken intestine is a crucial defence system, acting as a selective filter using a single cell layer (epithelium) with tight junctions, mucus, and immune cells to absorb nutrients while blocking pathogens, toxins, and antigens from entering the bloodstream, with its integrity essential for health and performance, maintained by specialized cells and influenced by diet and microbiota.

**Epithelial Cells:** A single layer of cells forms the primary physical barrier, connected by junctions. Intercellular Junctions: Tight junctions (TJs), adherens

junctions, and desmosomes seal the spaces between cells, controlling paracellular (between cells) transport of the required nutrients and preventing leakage of unwanted materials into the blood stream out of the intestinal lumen.

**Mucus Layer:** Secreted by goblet cells, this thick layer separates microbes from the epithelium, housing antimicrobial peptides and maintaining microbial balance.

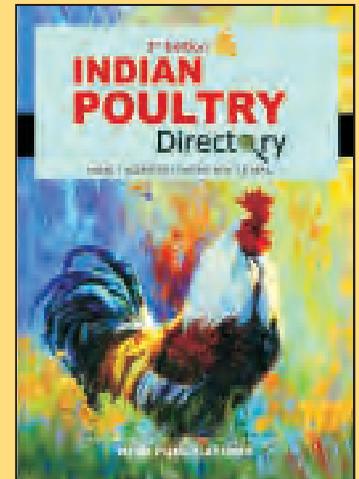
**Microbiota:** A balanced gut flora contributes to barrier integrity and competes with pathogens.

**Immune Cells:** Located in the lamina propria, these cells provide immune defense against invaders.

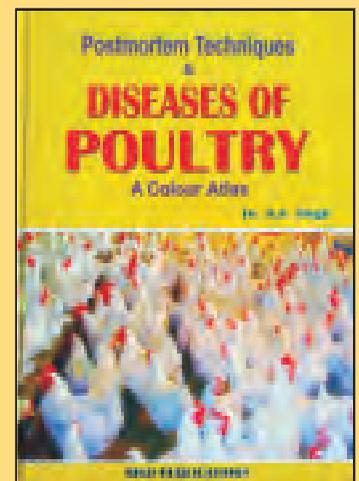
**Specialized Cells:** Goblet cells (mucus), Paneth cells (antimicrobial), tuft cells, and enteroendocrine cells support barrier function and nutrient absorption.

A clear understanding of the Gastro Intestinal Tract of the chicken, the barrier system and its maintenance is vital for optimum bird health, growth, feed consumption, digestibility, efficiency etc., is a must, barrier system dysfunction leads to disease (like necrotic enteritis, coccidiosis), loss of production and poor overall performance. 

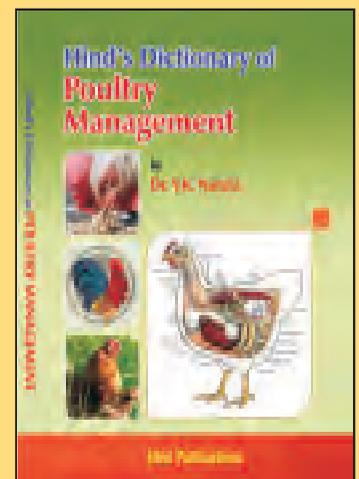
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# Don't Miss: Future of Feed Additives at Advanced Poultry Nutrition Forum



**Ecolex Animal Nutrition**, a leader in innovative animal nutrition solutions, is proud to be a Platinum Sponsor for the Advanced Poultry Nutrition Forum, taking place on 9 March 2026 in Bangkok.

As part of its unwavering commitment to driving poultry production forward through evidence-based research, innovative feed additives, and sustainable practices, Ecolex is excited to sponsor Forum keynote speaker, Dr. Julian Wiseman, Emeritus Professor of Animal Production at the University of Nottingham, UK. A frequent and highly regarded visitor to Asia, Dr. Wiseman is an internationally acclaimed authority on non-ruminant nutrition, feed efficiency, and product quality. His decades of research have shaped modern poultry feeding strategies, including the growth of individual



**Dr. Julian Wiseman**

portions of broiler carcasses as influenced through dietary inputs, and the influence of dietary cereals (both raw and processed) on gut environment and how these ingredients might influence gut morphology.

He will deliver a highly anticipated presentation titled "Next Generation Of Feed Additives – What's Happened InTheLast 5 Years AndWhere We Are Heading?" This session promisesactionable insights to future-proof poultry operationsamid rising input prices,

regulatory pressures, and consumer demands for antibiotic-free products.

"We are excited to support this forum and bring Professor Wiseman's world-class expertise to Asia's poultry professionals," said Ecolex's Global Commercial Director, Edward Manchester. "His presentation aligns perfectly with our mission to deliver next-generation solutions that meet the evolving needs of the region's poultry sector."

Ecolex warmly invites industry stakeholders to join the Forum, network with their team, and Prof. Wiseman. For addedvalue,Prof. Wiseman will be available for exclusive pre-arranged one-on-one meetings with key clients on 10-11 March 2026, offering personalized consultations on nutrition strategies tailored to your poultry operations.

## 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.

## About Dr Julian Wiseman

Emeritus Professor of Animal Production and formerly Head of the Division of Animal Sciences at the University of Nottingham School of Biosciences, U.K. He gained a B.Sc.(Hons) in Agriculture with Biochemistry subsidiary from the

University College of Wales and a Ph.D. from the University of Nottingham, where he did research on energy values of raw materials for pigs.

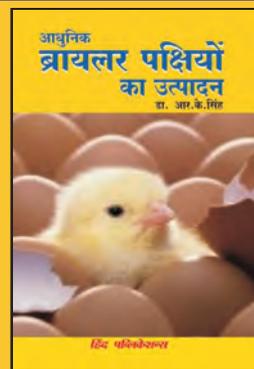
His research interests were based on the nutritional value of raw materials, swine and poultry nutrition, and animal response to nutrient intake, carcass and meat quality. His research programmes into dietary energy values of fats and oils are appreciated globally and the 'Wiseman Equation' (which has recently, 2021, been updated) is employed widely.

He has published over 95 papers in international peer-reviewed journals, edited over 40 books and was the chair of the organizing Committee of the Nottingham Feed Conference (proceedings 'Recent Advances in Animal Nutrition' published annually). He has presented over 140 papers at international conferences.

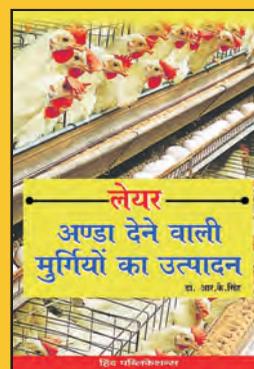
He is Senior Editor (Animals) of the Journal of Agricultural Sciences (Cambs) and lately has edited three books on Pig Science with the most recent being 'Advances in Pig Nutrition' in 2024 (Burleigh Dodds Science Publishing). 



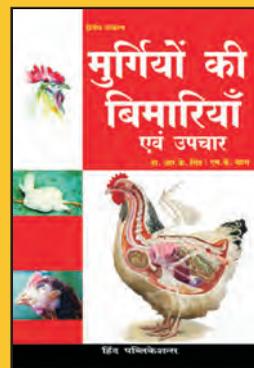
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## Namakkal Poultry Hub Sets Global Benchmark at 4th Techno-Commercial Hybrid Seminar: A Fusion of AI, Sustainability, and Social Ethics

The 4th edition of the Techno-Commercial Hybrid Seminar (TCHS) successfully concluded in Namakkal, India's primary egg export hub, marking a decisive shift towards international standards in poultry farming. Organized by SS Agrowtech under the stewardship of Mr. Rex Christi Raj, the event united industry veterans, government officials, and international consultants to chart the sector's modernization while reinforcing its ethical backbone.



With Namakkal handling 95% of the country's egg exports, the forum emphasized the urgent transition from open farms to Environmentally Controlled (EC) sheds to combat tropical climate challenges. The seminar was unique in its dual focus: introducing cutting-edge automation in Envirometally controlled Sheds while simultaneously addressing labor welfare.



Commitment to Social Responsibility Presiding over the event, the District Collector of Namakkal, Dr. S. Uma, issued a stern directive regarding the welfare of the migrant workforce that powers the industry. *"The occupier holds vicarious responsibility for migrant workers, mandating a strict 'Zero Child Labor' policy regardless of contractor involvement. It is not just about establishing an industry; you have to be cautious about the environment and ensure education for the workers' children."*



Showcase of Technical Innovation The seminar featured a series of technical presentations designed to optimize production and biosecurity.



- **Ventilation Logic:** Experts emphasized the critical relationship between air velocity and relative humidity, noting that in tropical climates, airspeed must increase to keep birds in the thermal neutral zone.
- **Alpha Panels:** The presentation showcased high-density insulated panels for hatcheries and cold storage, designed to prevent energy loss and maintain strict hygiene standards.
- **Non-Thermal Plasma Sanitization:** A breakthrough organic technology was introduced that reduces chemical usage by 90% while ensuring 100% infection-free environments for exports.





protocols for descaling and cleaning cooling pads to ensure maximum airflow and prevent respiratory issues in birds.

**Industry Leadership and Future Outlook** The event concluded with strong endorsements from national industry leaders regarding the seminar's impact.

M.K. Vyas, President of the Indian Poultry Journalist Association, lauded the organizer's vision: "Mr. Rex is a visionary leader revolutionizing poultry farming in Namakkal with user-friendly technology that empowers farmers. His dedication fosters networking, cutting-edge knowledge, and excellence in this industry. This seminar empowers the fraternity with insights into hygiene and EC housing, encouraging rapid sector growth."

Ricky Thaper, Joint Secretary of the Poultry Federation of India (PFI), highlighted the national connection: "The Poultry Federation of India acts as a crucial bridge between farmers and the government to resolve policy issues and support welfare. We are proud to partner with VIV Worldwide to organize 'VIV Select India' in New Delhi in April 2026. We invite the Namakkal fraternity to bring their expertise to this national stage." 🇮🇳

- **Agrobots:** This session demonstrated AI-driven automation for egg grading and washing, positioning robotics not as a cost, but as an essential investment for consistent quality.
- **Barracks:** The company presented pheromone-based, non-toxic traps for controlling house flies and rodents, offering a safe alternative to chemical pesticides for biosecurity.
- **Precision Poultry Farming (TANUVAS):** Academics highlighted the use of IoT sensors to monitor ammonia and temperature in real-time, enabling early disease detection and reducing antibiotic reliance.
- **Meyn:** The firm offered end-to-end solutions for poultry processing, from slaughter lines to cut-up systems, facilitating the shift from live bird markets to processed meat.
- **Manure Drying Systems:** A sustainable model was unveiled that utilizes exhaust air energy to dry manure from 75% to 15% moisture, converting waste into high-value organic fertilizer.
- **Agri International:** A French consultancy launched a digital platform connecting Indian businesses with market intelligence and partners across 50 countries to boost exports.
- **Cooling Pad Maintenance:** Technical experts provided strict





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# Aviagen India Technical School at Hotel Avasa Highlights Cutting Edge Poultry Innovations

Aviagen India has brought together leading experts in poultry production to share advanced knowledge and practical insights aimed at enhancing operational excellence, productivity, and sustainability in the industry. The Technical School serves as a vital platform for exchanging ideas on broiler breeder management, embryonic development, nutrition strategies, health optimization, and performance analysis, drawing on global expertise to address key challenges faced by producers.

Central to the discussions is Greg Hitt, Regional Technical Manager for Asia at Aviagen. With a career spanning over three decades in poultry, Hitt began in senior roles with a major New Zealand integrator, covering breeder, broiler, and turkey production. Since joining Aviagen, he has led technical



support across Asia, focusing on grandparent operations and customer service. His sessions delve into broiler breeder grading and feeding strategies to achieve peak performance, emphasizing techniques that ensure consistent results and improved flock uniformity.

Complementing Hitt's insights is Dr. R.V. Shantanavar, Senior Technical Service Manager for Breeders at Aviagen India. A poultry veterinarian with more than 27 years of experience in grandparent and parent stock operations, Shantanavar has

managed breeding programs for global companies like Hubbard and Novogen. His contributions highlight point-of-lay scoring in broiler breeders, using practical demonstrations to illustrate how precise assessments can optimize production efficiency and hatchery outcomes.

Jason Cormick, Aviagen's Hatchery Specialist, brings extensive hands-on knowledge from over 35 years in pedigree, parent, broiler, and layer hatcheries. Cormick has led international trials on incubation environments, chick quality, and livability. His expertise shines in





topics like embryonic requirements and diagnostic breakout analysis, explaining the critical needs during development and the consequences of deviations, while offering tools for hatchery teams to drill into data for better decision-making.

Dr. Jayaraman, a renowned poultry consultant with 35 years of industry experience, adds depth to health management discussions. A



approaches. Holding a Ph.D. from Auburn University, Kriseldi focuses on optimizing programs for broilers and breeders, with expertise in

published studies at international forums.

Dr. Richard Bailey, Head of Applied Physiology at Aviagen, addresses gut health in broilers. Based in Scotland, Bailey's research links bird physiology to performance, health, and meat quality. With degrees from the Royal Veterinary College and the University of Edinburgh, including a Ph.D. in poultry gut health and microbial ecology, he offers practical sessions on gut scoring, emphasizing the role of intestinal integrity in preventing issues and boosting efficiency.



graduate of Madras Veterinary College, he has consulted across South Asia, the Middle East, and Africa, specializing in grandparent stock, broiler breeders, integration, layers, and hatcheries. His session on managing the health profile of breeders for optimal broiler results draws from his vast lectures and publications, providing strategies to mitigate diseases and enhance overall flock vitality.

On the nutrition front, Ruben Kriseldi, Poultry Nutrition Specialist at Aviagen, shares research-backed

amino acid nutrition, crude protein reduction, and phytase utilization. His talk on feeding broilers with the right feed texture explores how texture influences digestion and growth, supported by his widely

Mike Block, Technical Service Manager, contributes knowledge on managing broilers in environmentally controlled houses. From a farming background in Australia and New Zealand, Block progressed through poultry operations at Tegel Foods before joining Aviagen. Recognized as a leading expert in breeding stock production, he provides actionable





advice on adapting flocks to controlled environments for superior performance.

Dr. Scott Dawson, Regional Technical Veterinarian, tackles improving flock health by managing immune-suppressive challenges. Trained at Massey University in New Zealand, Dawson has experience with broilers, breeders, and layers across Australia, the UK, and Asia. His insights focus on veterinary strategies to counter health threats, ensuring robust immune responses.



Santiago Avendano, Global Vice President of R&D at Avigen, presents updates on global research and developments specific to India. With a Ph.D. in Quantitative Genetics from the University of Edinburgh, Avendano oversees breeding programs, drawing from his background in beef and sheep genetics in Uruguay. His work integrates science and technology for sustainable advancements.

Dr. Sivakumar Duraisamy, Senior Technical Service Manager for Health, discusses the importance of piped embryo tests at hatcheries. With 26 years in breeders, layers, broilers, vaccines, and diagnostics, including pioneering Newcastle disease research, Duraisamy supports biosecurity and health programs across regions.

Jens Lesuisse, Global Product Director, covers global performance of the Ross 308AP breed. Holding a Ph.D. from the University of Leuven on epigenetic effects in broiler nutrition, Lesuisse manages trials and product

development, enhancing breed traits for worldwide application.

Dr. Ramakrishna Balasubramanian, Business Manager at Avigen India, facilitates the exchange, leveraging his leadership to connect experts with producers.

This gathering underscores Avigen's commitment to empowering the poultry sector through shared expertise, fostering innovations that drive growth and sustainability. 

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# Misinformation about Hormone use in the Poultry Industry: Scientific Facts vs Myths



**Dr. D.K. Dey**  
Executive Director  
Immeureka Animal Health Pvt. Ltd



**Dr. Nagesh Sonale**  
Techno-Commercial Manager,  
Immeureka Animal Health Pvt. Ltd.

produced by the birds themselves and are not the result of external hormone administration (Courtheyn et al., 2002).

This misinformation negatively impacts consumer trust, poultry farmers, and allied industries while diverting attention from genuine food safety issues such as nutrition, sustainability, and antimicrobial resistance. International authorities including the FAO, WHO, FDA, and European Commission have repeatedly clarified that neither broiler chickens nor laying hens are given growth or production hormones (FAO/WHO, 2011; FDA, 2023). Addressing this myth with evidence-based communication is essential for informed consumer choice and public confidence in the poultry meat & eggs.

**2. Scientific reality:** hormones are not used in poultry meat or egg production. From a biological, practical, and economic standpoint, the use of hormones in poultry meat or egg production is neither effective nor feasible. Comprehensive

## 1. Introduction: origin and persistence of the hormone myth

One of the most widespread misconceptions surrounding poultry meat and eggs is the belief that growth hormones are routinely used in the poultry meat and egg industry to increase body weight, accelerate growth, or enhance egg production. This misconception persists despite enormous scientific evidence and strict regulatory bans across major poultry-producing countries. Consumer perception studies conducted in Asia and Europe report that 70.90% of respondents believe hormones are added to broiler chickens and laying hens, often associating poultry meat and eggs with health risks such as early puberty, hormonal imbalance, and cancer (Karasu & Ozturk, 2021; Verbeke et al., 2010). Unfortunately, this misunderstanding is amplified by misleading media narratives and the misinterpretation of naturally occurring hormones present in all living organisms. Both chicken meat and eggs naturally contain trace levels of endogenous hormones, but these are

scientific reviews confirm that no hormone products are approved or used in broiler chickens or commercial laying hens (Esquivel-Hernandez et al., 2016). Unlike cattle, poultry have a very short production cycle, and their endocrine systems respond poorly to externally administered growth



hormones. Experimental studies evaluating somatotropin and steroid hormones in chickens have consistently shown no significant improvement in growth rate, feed efficiency, or egg production (Scanes, 2009). In laying hens, egg production is regulated by tightly controlled physiological mechanisms involving the hypothalamic-pituitary-gonadal axis, which cannot be manipulated safely or effectively through exogenous hormone supplementation (Johnson, 2015).

In this all-controversy, even if protein-based hormones were administered, they would be degraded during digestion, making oral delivery ineffective, while injection is impractical in commercial systems housing thousands of birds (Esquivel-Hernandez et al., 2016).

Moreover, hormone compounds are expensive and incompatible with the low-margin economics of poultry and egg production. As a result, no scientifically rational or commercially viable pathway exists for hormone use in poultry sector.

**2.1. Regulatory Prohibition of Hormone Use in Poultry Production** Regulatory agencies reinforce this reality. The U.S. FDA explicitly states that hormones are not permitted in poultry or egg production, and no hormone-based drugs are approved for laying hens (FDA, 2023). Similarly, the European Union banned growth hormones in food animals decades ago, with strict monitoring programs ensuring compliance (European Commission, 2018). These regulations apply equally to meat- and egg-producing birds.

**3. Genetics, nutrition, and management:** the true drivers of broiler growth and egg production

The enhanced productivity of today's broilers and laying hens is the result of decades of systematic genetic selection, supported by precision-based nutrition and advanced management practices, rather than hormone use. Early evidence for this genetic progress

was demonstrated by Havenstein et al. (2003), who showed that modern broilers reach market weight nearly twice as fast as birds from the 1950s when fed the same diets, clearly confirming that genetics, not hormones driven growth improvements. Over successive generations, selective

breeding programs have focused on birds with superior growth potential and efficient feed conversion ratio (FCR), enabling higher body weight gain from less feed consumption.

Continued genetic selection has subsequently enhanced muscle fibre deposition efficiency, particularly in the breast muscle, leading to higher lean meat yield. These improvements are achieved using selection indices that integrate growth, efficiency, health, and welfare traits, ensuring sustainable productivity without compromising biological integrity (Havenstein et al., 2003; Zuidhof et al., 2014; Scanes, 2009).

3. Similarly, long-term genetic selection has improved egg number, shell quality, and feed efficiency in laying hens, allowing modern layers to produce over 300 eggs per year without compromising health (Hunton, 2005). These genetic gains are supported by precision-based nutrition, with carefully balanced diets optimizing growth, reproduction, and egg production (Leeson & Summers, 2001; Pattison et al., 2008). In parallel, advancements in housing systems, automation, biosecurity, and environmental management have further enhanced bird welfare and productivity, collectively explaining modern poultry performance without the use of hormones.

**4. Hormones in poultry meat and eggs:** scientific context and safety All animals, including poultry and humans, naturally produce hormones such as oestrogen, progesterone, and testosterone as part of normal physiology. Consequently, trace amounts of these hormones are naturally present in chicken meat and eggs, but they are not added externally (Stephany, 2010). These levels are extremely low and biologically insignificant when consumed. The FAO/WHO Joint Expert Committee on Food Additives (JECFA), during its

evaluations of residues in foods of animal origin, concluded that naturally occurring hormone residues pose no health risk to consumers, including children and adolescents (FAO/WHO, 2011). Therefore, claims linking poultry meat or eggs to hormonal disorders lack scientific validity. Misleading marketing terms such as •ghormone-free chicken/eggs•h can unintentionally reinforce public fear by implying that hormones are normally used, when in fact they are legally prohibited (Verbeke et al., 2010). Clear, sciencebased communication is essential to correct this misunderstanding.

5. Role of social media in misinformation influencing Consumers psyche and its impact on poultry industry In recent years, the rapid growth of social media has enabled the spread of unverified and misleading information, often driven by poorly informed influencers or non-expert online sources seeking digital attention through fear-based and sensational claims. Many people are aware that anabolic steroids are used by humans for bodybuilding or rapid muscle growth, and this awareness has led some influencers to wrongly associate various steroid use with the fast growth of broiler chickens. This misinformation has significantly influenced consumers especially household women and mothers who are responsible for family meals and concerned about their children•fs and family health, resulting in reduced broiler chicken consumption. In reality, broiler chickens are not grown using hormones or steroids. Their rapid growth is the result of decades of genetic selection, balanced and precise nutrition, and improved farm management practices. Thus, broiler growth is natural within genetic potential, not artificial or hormone-driven, underscoring the urgent need for science-based communication and digital literacy.

## 6. Conclusion:

The belief that hormones are used in the poultry meat or egg industry is scientifically incorrect, biologically implausible, and legally prohibited. Modern poultry and egg production rely on genetics (Selective Breeding), precision nutrition, health management, and environmental control not artificial hormones. Regulatory agencies worldwide strictly enforce these standards, ensuring food safety and consumer protection (FDA, 2023; European Commission, 2018). Continuing to spread

hormone-related myths distracts from real challenges such as antimicrobial resistance, climate resilience, and sustainable production systems (WHO, 2017). Scientists, veterinarians, medicos, poultry industry allied professional and media professionals have a shared responsibility to communicate evidence-based facts clearly, responsibly and aware to public about rumours and misconceptions. By communicating accurate, evidence-based information, stakeholders can first ensure that consumers are properly informed, which in turn builds trust and credibility for producers. Consequently, dismissing hormone related myths across the poultry meat and egg industries is essential for protecting public health, strengthening food security, and maintaining confidence on poultry industry. **H**

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“HIND MEDIA GROUP is thrilled to announce the opening of its state-of-the-art YouTube Studio in Hyderabad, India in association with PDF News points.” Taking our content to the next level, this studio will be the hub for creating engaging, insightful, educational, analytical and entertaining video content for you! “Stay tuned for exclusive interviews, industry insights, Global News, Live streams, and much more from the world of poultry, agriculture, and beyond.



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# NOVUS Releases Global Soybean Data



## Highlights Risk Hidden in Poultry and Swine Diets

**S**oybean meal is a mainstay of poultry and swine diets worldwide but variability in soybean quality creates hidden risks, both nutritionally for the animals and economically for producers. A new white paper from NOVUS draws on more than a decade's worth of data to explain why trypsin inhibitor (TI) in soybean meal is a persistent and often underestimated challenge in modern feed formulation.

"Soybean meal is the greatest protein contributor in most diets, yet its nutritional value is often assumed rather than measured," says Rasha Qudsieh, NOVUS global enzymes and microbials senior manager. "Our data from more than 1,900 soybean meal samples globally shows that trypsin inhibitor levels are highly variable across regions, years, and processing methods, and even small increases in TI can negatively impact amino acid digestibility, feed efficiency, and animal performance." Trypsin inhibitors are part of a plant's natural defenses that also interfere with protein digestion. While commonly associated with under-processed soy, NOVUS research found that TI can persist even in commercially processed soybean meal with measurable effects on gut health and growth in both poultry and swine. "We've analyzed hundreds of soybean meal samples globally, creating an extensive database on trypsin inhibitors. We've also invested years developing practical methods to measure TI accurately," says Paula Fisher, NOVUS analytical services senior manager. "This paper shares what we've learned and explains why routinely monitoring TI is becoming increasingly important for nutritionists who want consistency in animal performance and predictability in their financial returns."

The white paper called *Outsmarting Trypsin Inhibitors* includes information on Why there is no "safe" level of TI where animal feed is concerned, How TI levels vary globally and across soybean products, Why heat processing alone does not eliminate risk, The documented impacts of TI on poultry and swine performance, Practical strategies for measuring and managing TI-related risk. 



# Trouw Nutrition's 2025 Global Mycotoxin Review Delivers Insights to Address Mycotoxin Concerns in 2026

Trouw Nutrition will present its annual Global Mycotoxin Review on Thursday, 5 February at 9 am CET (English) and 4 pm CET (Spanish). Dr.

Swamy Haladi, Global Category Director for Mould & Mycotoxin Management, will keynote the English language session, with guest presenter Avinash Bhat breaking down the data and providing early-year predictions. Dr. Daniel Miranda will keynote the Spanish session, with guest presenter Eugenio Alcalde reviewing data analytics and early predictions. Highlights of the review follow:

## **DON and ZEA contamination dominated in the Year 2025**

Trouw Nutrition analysed more than 115,000 samples from 46 different countries in the year 2025. These included various grains, protein sources, byproducts, silages, TMR, concentrates and complete feeds. The analysis on the entire dataset showed that the number of samples contaminated with mycotoxins decreased in 2025 as compared to 2024. The major decrease was seen for fumonisins and T-2 toxin. DON and ZEA contamination were quite similar to last year and it was higher than fumonisin contamination. Such information may indicate that the conditions for mould growth and mycotoxin production were more conducive in temperate regions in 2025. The average mycotoxin concentrations on the other hand were quite similar in 2024 and 2025 samples.

## **Expanded analytical capabilities illuminate threats posed by enniatins**

The company's expanded analytical platform allows LC-MS/MS screening of up to 30 mycotoxins,



enhancing the ability to detect emerging mycotoxins and previously under-reported risks in feeds and raw materials. Findings shared will include

the increased incidences of enniatins, emerging Fusarium mycotoxins, especially in the European grains. Taking the cues from our previous analysis, we conducted an in vivo study in Europe that evaluated the effects of enniatin exposure on piglets under practical production conditions. "Advanced analytical capabilities identify enniatins as a relevant and widespread challenge in European samples and indicate that innovations should target the management of enniatins along with Big 6 mycotoxins," Dr. Miranda noted.

The 2025 Global Mycotoxin Review will also offer practices to help farms and feed mills enhance feed safety and quality assurance across their operations. Attendees will receive guidance on mycotoxin mitigation strategies at critical control points in the feed-to-food chain. Remarking on key takeaways from the 2025 analysis, Dr. Haladi stated, "Blending rapid and expanded analytical capabilities with new research findings, the 2025 review will incorporate intelligent risk monitoring insights, explore innovative technologies for mycotoxin mitigation, and show how bio-intelligence in animal nutrition can improve animal health and performance. While what happened in 2025 is history, a significant amount of 2025 raw materials will be used in 2026 and the data intelligence will help in effective risk management, enhance animal performance and support the bottom line of animal operations." While the webinar is free of charge, registration is required. Virtual seats for the English and

Spanish language session can be reserved here.

The 2025 Global Mycotoxin Review highlights how enhanced analytics and new research are strengthening feed-to-food safety worldwide. Practical mitigation strategies at critical control points are underpinned showing how intelligent risk-monitoring and emerging technologies can

contribute to better animal health and production outcomes. With a large portion of 2025 raw materials entering feed chains in 2026, the insights help producers improve risk management, performance, and overall operational profitability.

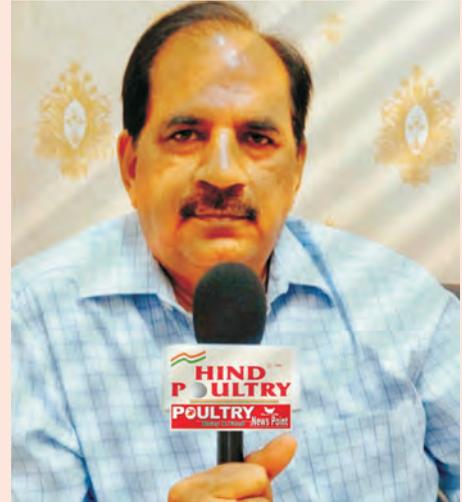
Within this global context, Asia Pacific likewise experienced lesser mycotoxin contaminations in analyzed samples for 2025, but a marked increase in DON and T-2 testing. Although AFLA and FUM stayed as the main mycotoxins analysed, samples analysed for DON and T2-toxins increased due to higher contamination pressure and growing feed safety awareness. Key drivers are climate change and expanding grain imports for the growing livestock feed production. DON continues to be widespread, especially in maize and rice-based raw materials, and often co-occurs with other mycotoxins – reinforcing the need for stricter monitoring and proactive control across APAC.

### About Trouw Nutrition

Trouw Nutrition is Nutreco's livestock feed business line and a global leader in the feed, farm and health aspects of producing quality meat, eggs and milk. We've spent nearly a century developing innovative feed products and more sustainable ways of raising healthy farm animals and companion animals.

We believe that animal nutrition and good farm management have the power to transform our industry and even our planet. Through our dedicated team of 8,300 experts and our global network, we work together with our customers to solve the challenges facing our feed-to-food chain and achieve our purpose of Feeding the Future. With 71 manufacturing plants and a presence in 105 countries, Trouw Nutrition is everywhere our customers need us to be. We provide a one-stop-shop for feed specialities, feed additives, premixes, nutritional models and customised, integrated services. Our global brands include NutriOpt™, Milkiwean™, Erliva™, Maxcare™, Sprayfo™ and Selko™. 

## M.K. Vyas, Managing Partner, Hind Poultry Address at Namakkal on the occasion of Techno Commercial Hybrid Seminars at NAMAKKAL



*Ladies and Gentlemen,*

Today we celebrate the opening of Techno Commercial Hybrid Seminars (TCHS) and it's organiser Mr. Rex Christi Raj, Managing Director of SS Agrow Tech, a visionary leader revolutionizing poultry farming in Namakkal with his innovative ideas

Mr. Rex has organized successful Techno Commercial Hybrid Seminars (TCHS), empowering farmers with insights on fly management, hygiene, and now environmentally controlled sheds for sustainable poultry housing.

To day we have gathered once again for the 4th Edition of the seminar. This seminar as I am told promises in-depth expertise from construction to operations. Founder of SS Agrow Tech Pvt Ltd, Rex inspires with user-friendly technology for illiterate farmers, showcasing rapid growth in poultry sector.

He stresses technical upgrades and innovative thinking, urging engineers to create solutions for poultry. Mr. Rex's dedication fosters networking, cutting-edge knowledge, and excellence in the poultry industry. Let's applaud his commitment to progress.

I wish him all the success not only for this seminar but also for all of his future ventures. 

## Dr. Karanam Balaswamy Honored for 50 Years of 'Egg Excellence' at 80th Birthday Celebrations



The poultry fraternity came together to celebrate the 80th birthday of Dr. Karanam Balaswamy, honoring his 50 years of dedicated service to the industry. Known affectionately as the “Egg Doctor” and “Egg Evangelist,” Dr. Balaswamy was feted by industry leaders, politicians, and health officials for his lifelong crusade to promote nutritional awareness.

Distinguished guests, including Telangana Poultry Federation President Mohan Reddy and former minister Mandava Venkateswara Rao, highlighted Dr. Balaswamy’s pivotal role in integrating eggs into government social welfare schemes. He was credited as the driving force behind convincing the government to introduce eggs into Anganwadi centers and school mid-day meal programs, significantly improving nutrition for children and pregnant women across the region.

Speakers praised his resilience, noting that despite facing severe accidents and financial hardships, he never wavered in his advocacy. Dr. Balaswamy is renowned for challenging myths regarding cholesterol, passionately arguing that eating the whole egg – including the yolk – is safe and essential for health. Over his illustrious career, Dr. Balaswamy has conducted over 5,000 awareness meetings and reached an estimated 5 million people. His efforts have been instrumental in raising egg consumption in the Telugu states to approximately 180 per capita, significantly higher than the national average. The event concluded with Dr. Balaswamy pledging to continue his fight against malnutrition.



Dr. K. Balaswamy (also referred to as Dr. Karnam Balaswamy or Dr. Karanam Balaswamy) serves as Advisor to the National Egg Coordination Committee (NECC), a key body promoting egg and chicken consumption in India. Career Highlights He has over 50 years of dedicated service in the poultry industry, focusing on advancing protein nutrition and public health initiatives. Balaswamy is a prominent figure in promoting eggs as a superfood, often participating in events like World Egg Day celebrations and farmers' meets. He was felicitated on his 80th birthday for his lifelong contributions, including efforts to boost egg consumption in regions like Telangana and Andhra Pradesh. These honors highlight his influence in industry conferences and advocacy. He has led NECC efforts to integrate eggs into government programs, supplying them free to schools, Anganwadi centers, hospitals, and junior colleges in states like Andhra Pradesh to combat malnutrition.



Balaswamy emphasizes eggs' nutritional superiority – rich in protein, vitamins (A, B2, D), calcium, iron, and folic acid – often calling them second only to mother's milk and suitable from six months onward. He frequently speaks at World Egg Day celebrations and farmers' meets, highlighting eggs as "nature's perfect food" to address India's protein deficiency. In nutrition weeks and press meets, he debunks myths like harmful cholesterol, promoting daily egg intake for all ages, including babies and the elderly. 

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# Nepal's Poultry Industry Facing Downward Trend Post-Covid Pandemic

Chicken and eggs demand in Nepal during the Covid pandemic reached a record level as people searched for animal protein to remain immune to the virus. Now, The Kathmandu Post reported that poultry entrepreneurs are wary about the future. This week, stakeholders discussed the current state of the sector, noting that the industry has faced continuous challenges and a downward trend post-Covid.

Raghunath Bhatta, President of the Nepal Poultry Entrepreneurs Forum, revealed that before the Covid pandemic, there were 14 hatcheries producing layer chicks for egg production; that number has now dropped to seven. Similarly, hatcheries producing broiler chicks for meat have plummeted from 340 to just 109. The number of feed industries has also shrunk from over 200 to 115. The main reason for the drop was the rising feed cost and unauthorized imports of chicken and eggs from India, entrepreneurs said.

## Situation of the sector

According to data provided by Mr Bhatta, total investment in Nepal's poultry sector currently stands at USD 1.11 billion, with an annual turnover of approximately USD 1.01 billion. While Nepal is nearly self-sufficient in chicks, feed, eggs, and meat, it remains heavily dependent on imports for feed raw materials, medicines, vaccines, and technical equipment.



Mr Bhatta added that the import of raw materials and other essential goods for the poultry business results in an annual capital outflow of USD 312.20 million. Government officials said that despite past setbacks from avian influenza outbreaks, the poultry sector has been expanding at a rate faster than expected. Chicken has become widely popular as it is cheaper than other meat products. As a result, the poultry market has been growing rapidly despite challenges. Amid the gloomy outlook, poultry entrepreneurs are preparing to celebrate the 13th National Poultry Day.

According to them, poultry farming began in Nepal after the late King Mahendra inaugurated the central hatchery in Parwanipur, Bara district, on January 1, 1961. However, commercial chicken production in Nepal started in 1974. Between 2004 and 2013, the country saw many farmers shifting to the poultry business.

## Imports of production inputs

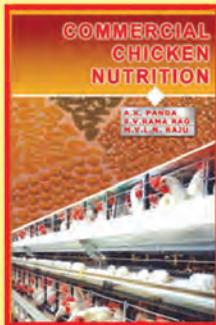
Nepal started officially observing National Poultry Day on January 1 every year since 2013. A press conference was organized by

the forum in Bharatpur recently to provide information regarding the upcoming celebrations. It was disclosed during the press meet that up to 70% of raw materials for feed are imported. Furthermore, 90% of medicines and 95% of vaccines and equipment are brought in from abroad.

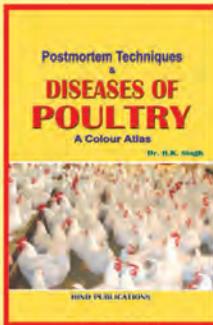
Umesh Chandra Sapkota, Central President of the Nepal Feed Industries Association, said that while corn imports were once very high, the situation has now improved due to increased domestic cultivation.

"Currently, less than 50% of the corn required for feed is imported," he said, adding that demand for feed industry has led farmers to switch to corn nowadays. However, according to Mr Sapkota, soybeans that are needed for the preparation of the feed must be imported in large quantities.

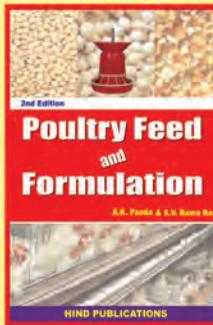
"We rely on imports for 99% of our soybean requirements because domestic production is insufficient," he said. Since feed accounts for 70% of the total cost of poultry production, the reliance on foreign raw materials significantly drives up costs, he added. "It is difficult to start producing vaccines immediately, and we may not be able to manufacture tools, equipment, and technology locally yet. However, we can certainly increase corn and soybean farming." 



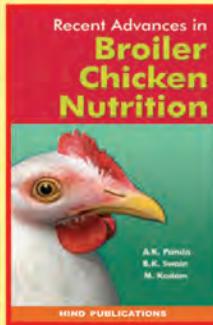
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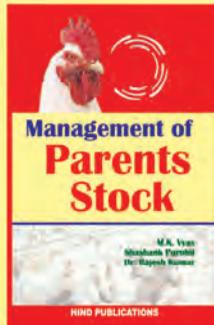
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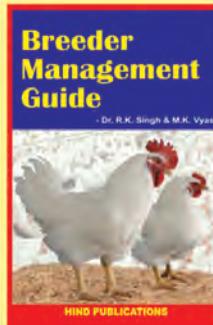
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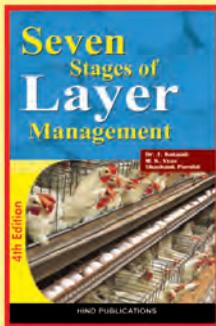
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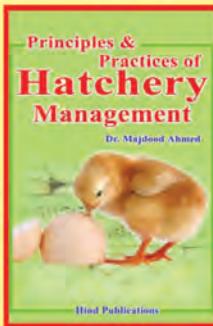
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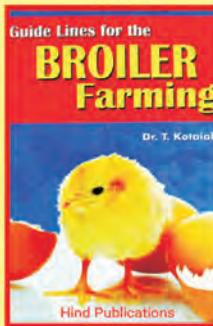
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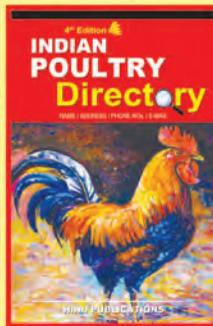
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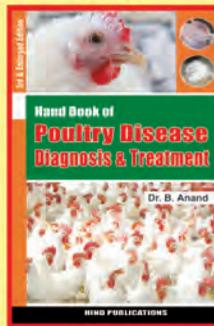
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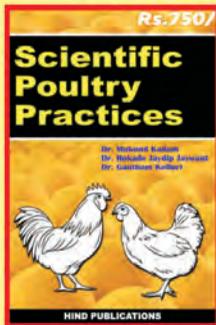
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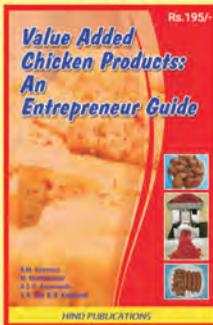
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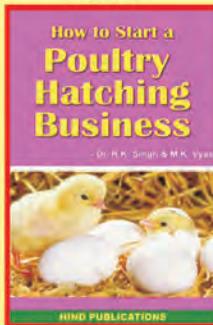
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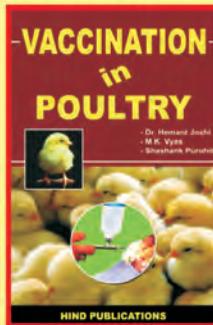
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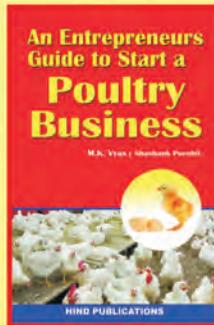
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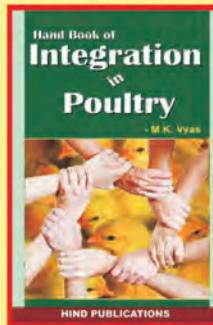
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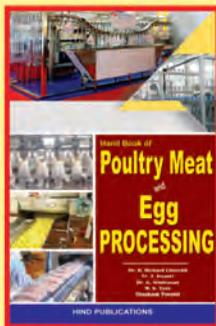
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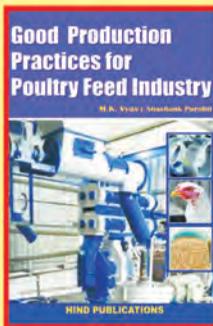
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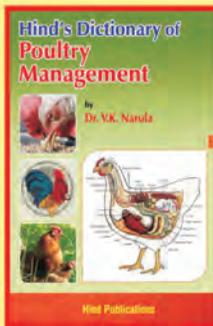
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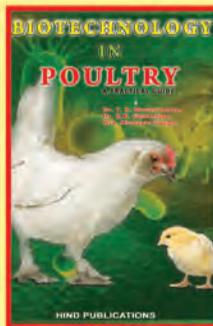
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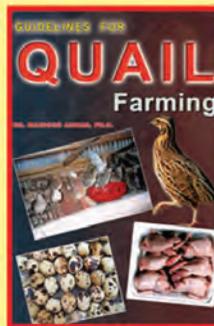
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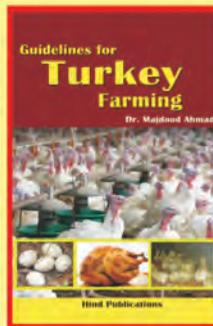
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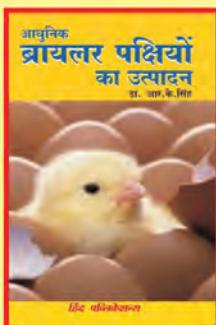
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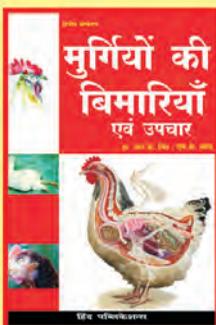
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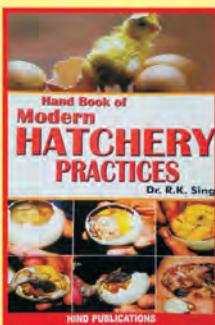
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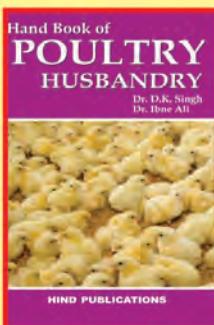
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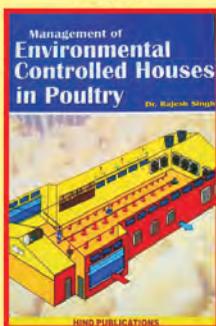
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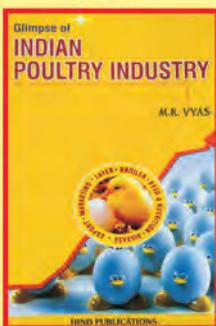
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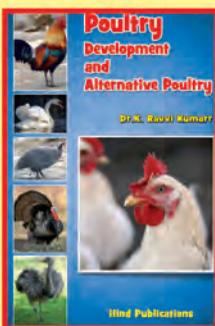
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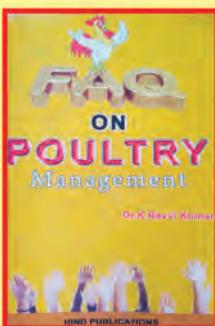
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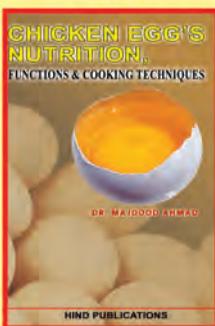
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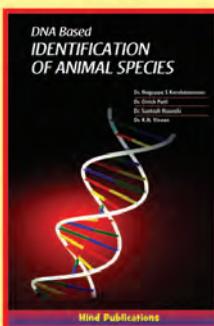
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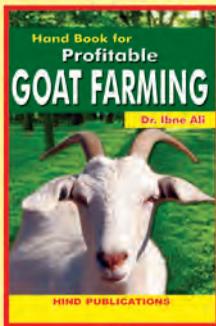
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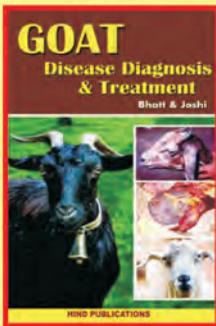
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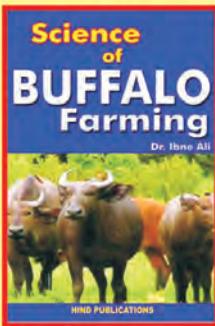
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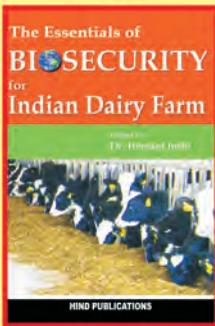
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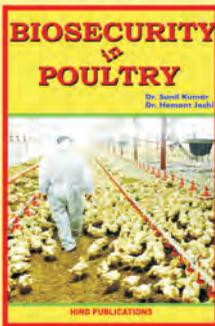
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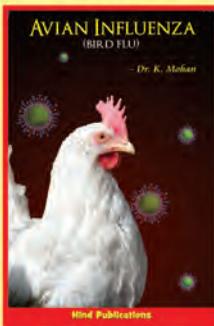
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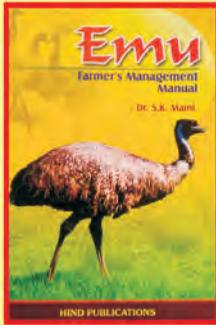
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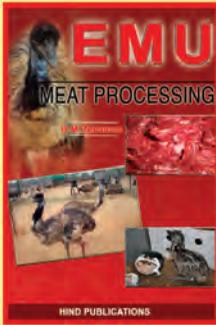
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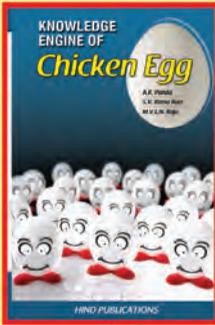
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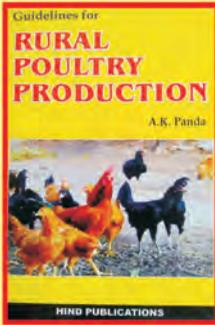
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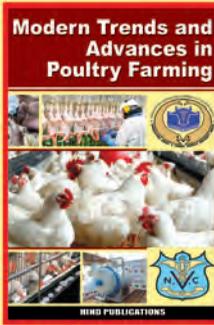
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# Preparing Poultry Houses for Cold Weather Make sure that the Farm is Prepared

Andrew Bourne

As the winter months approach it is important to make sure that the farm is prepared. Equipment failures can be devastating and result in massive losses. Winter storms can cause delays in supply deliveries. Freezing temperatures can create issues with water lines. Infrastructure issues can reduce flock performance and create biosecurity risks. Getting ready for winter involves creating an emergency plan, checking the house and equipment, and doing any necessary repairs.

## Equipment Preparation

To begin, create a comprehensive farm plan that includes regular, scheduled, and preventative maintenance to prevent equipment failures. Replacement and spare parts should be restocked to prevent delays in repairs. An on-site, written logbook should be used to record regular checks (ex: generator testing), routine on-site repairs, and major maintenance concerns that need to be scheduled.

Major maintenance and

mechanical repairs should be completed between flocks and in conjunction with cleaning to minimize biosecurity risks. Maintenance checks prior to winter are similar to pre-placement maintenance checks in that the producer prepares the chicken house to ensure safe comfortable rearing of birds. Whether rearing broilers or breeders, create a written plan and checklist of areas and items that must be verified for maintenance before entering the winter season.

All heaters should be cleaned and serviced prior to the arrival of winter temperatures. Check for signs of soot buildup on brooder canopies and yellow/orange flames. Soot is often an indication of potentially high levels of carbon monoxide.

Power failure during the winter months is not uncommon. Test the generator to ensure that it is working correctly to provide immediate backup power for the farm during an emergency. Generators should cycle under load once per month to ensure they are

operational. Have an electrician or generator specialist conduct a review of the generator every 6 months. Test the alarms and alarm system to verify that audible alarms are functional. Confirm that all radio/automated alarms contact the correct person(s) when emergency conditions occur.

Charge the water system and check and repair any leaks or faulty regulators. Water can freeze inside of pipes leading to ruptured systems. So, if necessary, wrap or insulate pipes that will be exposed to below freezing temperatures. If a backup water source is available on the farm, ensure that it will be accessible in case the primary source is lost.

## Infrastructure and systems

### Inlets

Winter preparation should include a thorough inspection of the perimeter inlet system. Special attention should be made to the actuator/inlet motor and pulley system. Ensure all the cables are riding in the pulley system and all nylon strings are correctly adjusted. Make sure the nylon string, cable/

metal rod tension is adjusted and that all the inlet guide pulleys are in the correct position. To accomplish this inspection, perimeter inlet system should be in the fully closed position.

This inspection should also include the tunnel door or curtain. A poorly sealing inlet curtain or door can be a significant source of leakage.

Once completed, a static pressure test can be performed to assess the level of house leakage. House tightness is critical for optimum perimeter inlet ventilation and heating energy use. With all inlets and doors at the fully closed position, turn on the equivalent of 1 cfm of fan capacity per square foot of floor area. A minimum of 37.5 Pa (0.15 inch water column) pressure is an indication of the absolute minimum requirement.

Keep in mind, a poor result in the pressure test could also be an indication of poor fan maintenance. Inspect all fan belts, tensioners and pulleys for wear. A blade rpm test using a tachometer can be conducted. A 15 % or more reduction from the manufacturers listed rpm would indicate a need for fan maintenance.

### **House sealing - doors and tunnel fans**

All summer tunnel fans should be covered and sealed prior to winter. Leaking backdraft shutters can be easily sealed using a sheet of plastic. Ideally an insulated fan cover which can be tightly sealed over the fan is always the best option. Outside covers on cone fans provide draft elimination but have limited insulative properties. All access doors, especially the large access

doors at the front and rear of the house must be well sealed. As with tunnel fans, a leaking door can be sealed using a sheet of plastic placed over the outside of the door. This can be temporarily framed at the top and sides and sealed at the floor using some form of ballast, such as sandbags. Failure to properly cover and insulate doors and tunnel fans will substantially increase fuel costs and create an uneven temperature environment for your winter flock.

### **Temperature and relative humidity sensor check:**

For this check, use a high accuracy food thermometer and a half filled 20 L (5 gal) bucket of water. At each sensor, measure the water temperature with a high-accuracy thermometer. With someone at the controller to monitor the temperature readings, place the tip of the house temperature sensor in the bucket of water. If there is a variance of 0.5 °C (1 °F) from the high-accuracy thermometer, recalibrate the sensor.

Check all the sensors in the house, including the outside sensor. Make sure the outside sensor is shielded from solar radiation that can cause inaccurate readings.

If a humidity sensor is installed, this should also be checked for accuracy. Keep in mind relative humidity sensors can be widely inaccurate and are not recommended to be used to run a ventilation system.

### **Pre-heating to ensure the entire heating system is working**

Run the heating system for 48 hours to evaluate the system.

Measure concrete and litter temperatures. All concrete floors should reach and maintain 28 °C (82 °F). Ensure the circulation fans are at the correct angles and operational during the heating process.

### **Ventilation system checks:**

Inspect all fan belts, fan pulleys, fan motors and louvers for wear. Replace any worn belts and pulleys. If a new belt rides low in the pulley it's a sign the pulley is worn and needs replacing. It is not uncommon for the fans operating in the first stages of ventilation to have far more wear than fans that only operate during full ventilation.

### **External environment**

Check the external environment around the houses and consider the impact of winter storms and temperatures. In the event of an ice storm, tree limbs can become very heavy and lead to falling branches or even trees.

Visually verify the conditions of the house (ex: cool cell pads, security of doors and drainage equipment, security of perimeter fence, vegetation and vermin control boxes) to ensure that biosecurity and premise security are functional.

### **Alarms and Emergency Planning**

Issues may arise that require emergency responses. Minor events (power or equipment failures) and major events (severe weather, flooding, wind damage) can occur that can cause damage to housing and limit or prevent access to necessary resources including feed and water. At a minimum, poultry operations should have a written

plan for emergency responses that includes standard operating procedures (SOPs) to assess and repair structural damage, loss of power, loss of water, notifiable disease presence (on the farm or in the regional area), catastrophic issues causing the inability to deliver feed, and emergency depopulation.

Have an contingency plan in place so that if winter weather hinders deliveries the farm will have backup supplies.

Alarm systems should be used to constantly monitor the chicken house environment and housing systems (temperature, water availability, electricity, etc.) that are critical to supply the daily needs of the flock. Ideally, backup systems such as generators for electricity and a secondary water supply should be present on-site and should be regularly monitored. Contact information for emergency response services and staff responsible for addressing emergencies should be posted in a place where the information is easily accessible.

### Conclusions

Winter conditions make maintenance and repair of equipment much more challenging. Prepare for the coldest temperatures of winter by conducting a thorough review of the poultry house environment and repair or replace worn parts, nonfunctional equipment, and any air leaks in the house. The maintenance list provided in this article is not comprehensive because every farm is different. However, a proactive approach to winter farm preparation can prevent disastrous losses. 



## USDA's January 2026 outlook points to stable but rebalanced U.S. Poultry Sector

The U.S. poultry and egg sector appears to be entering a phase of relative stability in 2026, following the turbulence of recent years marked by HPAI disruptions and extreme price swings. The U.S. Department of Agriculture's (USDA) January 2026 Livestock, Dairy and Poultry Outlook, together with recent WASDE updates, paints a picture of modest production growth and a significant recalibration in egg prices. According to the January report, broiler production for 2026 has been adjusted slightly higher based on recent production and hatchery data, with output projected around 48.6 billion pounds compared with about 48 billion pounds in 2025. Turkey production is also forecast just under 5 billion pounds, marginally above 2025 levels, reflecting gradual recovery in the turkey complex. These adjustments suggest that integrators are cautiously expanding while keeping an eye on demand and feed costs.

Egg production is projected to rise to roughly 9.2 million dozen in 2026, up from an estimated 8.6 million dozen in 2025, indicating flock rebuilding after HPAI-related losses. However, egg prices are forecast to fall sharply from the extraordinary peaks seen during the height of the HPAI crisis. The January outlook notes that projected 2026 egg prices have been adjusted steeply lower, with early-year quotations around 120 cents per dozen, compared to more than 675 cents per dozen at one point in 2025. This reflects improved supply and normalising market conditions. Broiler and turkey prices show a more moderate pattern. Early 2026 broiler prices are estimated around 120 cents per pound, while turkey prices are closer to 160 cents per pound, supported by tight supplies and lingering recovery dynamics. Overall, red meat and poultry output is expected to grow modestly, with poultry retaining its competitive edge as an affordable protein option.

USDA has also trimmed some 2026 projections in its broader livestock outlook, reflecting caution around feed costs, global trade conditions and potential disease developments. For U.S. producers, the message is that the era of extraordinary margins driven by scarcity is ending, and attention must return to cost control, efficiency and product differentiation. For international markets, a more stable U.S. poultry sector implies more predictable export availability and pricing benchmarks. Importing countries in Asia, the Middle East and Latin America will be watching U.S. output and price trends closely as they adjust their own production and procurement strategies in 2026. 

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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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