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# HIND P OULTRY

Vol. XXIV March 2026 No. 9



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**SUCCESSFUL Health & Nutrition Asia 2026  
Bangkok**



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S**

**HIND POULTRY MARCH 2026**

SUCCESSFUL Health & Nutrition Asia 2026 Bangkok .... 09

Ecolex Sponsors Advanced Poultry Nutrition Forum ... 17

Royal Dutch Jaarbeurs Appoints Natasha Hall  
as Vice President VIV Worldwide ..... 21

IPEMA–Poultry India Showcases ..... 25

Huvepharma at Kolkata International Poultry Fair .... 31

IB Group’s Nationwide Campaign ..... 35

Aviagen India Hosts Technical School 2026 ..... 37

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

Precision Mineral Nutrition: Elevating Poultry  
Health with Hydroxy Trace Minerals ..... 40

IPEMA & Poultry India Supports 26th AGM ..... 45

Hy-Line introduces Nova-Tech’s latest hatchling ..... 46

Bihar Animal Sciences University Team  
Visits IB Group ..... 47

Next Generation Feed Additives For A Post  
Antibiotic Era ..... 49

Bhuvana Nutribio Sciences India ..... 54

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**Northern Region**

|  |                     |               |
|--|---------------------|---------------|
| <b>COMPANY:</b><br>Sampoorna Feeds<br><br><b>FARMER NAME:</b><br>Mr. Ratnesh Kumar Patel | <b>JANUARY-2026</b> | <b>Top #1</b> |
|  | Farm Type           | Open House    |
|  | State               | UTTAR PRADESH |
|  | Chicks Placed       | 2520          |
|  | Mean Age            | 32.2          |
|  | Avg Body Wt         | 2576          |
|  | FCR                 | 1.400         |
|  | cFCR                | 1.272         |
|  | Livability%         | 95.5          |
|  | Daily Gain          | 79.9          |
| EPEF   | 545.3               |               |



**Eastern Region**

|  |                     |               |
|--|---------------------|---------------|
| <b>COMPANY:</b><br>IB Group<br><br><b>FARMER NAME:</b><br>Mr. Kanailal Maiti | <b>JANUARY-2026</b> | <b>Top #1</b> |
|  | Farm Type           | Open House    |
|  | State               | WEST BENGAL   |
|  | Chicks Placed       | 1827          |
|  | Mean Age            | 37.0          |
|  | Avg Body Wt         | 2805          |
|  | FCR                 | 1.431         |
|  | cFCR                | 1.252         |
|  | Livability%         | 97.4          |
|  | Daily Gain          | 75.8          |
| EPEF   | 515.8               |               |



**Central Region**

|  |                     |               |
|--|---------------------|---------------|
| <b>COMPANY:</b><br>Japfa<br><br><b>FARMER NAME:</b><br>Mr. Omkar Jalinder Jadhav | <b>JANUARY-2026</b> | <b>Top #1</b> |
|  | Farm Type           | EC House      |
|  | State               | MAHARASHTRA   |
|  | Chicks Placed       | 10171         |
|  | Mean Age            | 32.1          |
|  | Avg Body Wt         | 2440          |
|  | FCR                 | 1.372         |
|  | cFCR                | 1.274         |
|  | Livability%         | 97.4          |
|  | Daily Gain          | 76.0          |
| EPEF   | 539.4               |               |



**South Region**

|  |                     |                |
|--|---------------------|----------------|
| <b>COMPANY:</b><br>IB Group<br><br><b>FARMER NAME:</b><br>Mr. Gudi Venkateshwara Rao | <b>JANUARY-2026</b> | <b>Top #1</b>  |
|  | Farm Type           | EC House       |
|  | State               | ANDHRA PRADESH |
|  | Chicks Placed       | 19962          |
|  | Mean Age            | 34.0           |
|  | Avg Body Wt         | 2463           |
|  | FCR                 | 1.408          |
|  | cFCR                | 1.305          |
|  | Livability%         | 97.4           |
|  | Daily Gain          | 72.4           |
| EPEF   | 501.2               |                |



**JANUARY-Top PERFORMANCE BY AREA**

| Area               | Chicks Placed | Mean Age | BW   | FCR   | cFCR(2Kg) | Livability% | Daygain | EPEF  |
|--------------------|---------------|----------|------|-------|-----------|-------------|---------|-------|
| North EC House     | 15564         | 40.0     | 3100 | 1.464 | 1.220     | 95.3        | 77.5    | 504.5 |
| North Open House   | 2520          | 32.2     | 2576 | 1.400 | 1.272     | 95.5        | 79.9    | 545.3 |
| East EC House      | 9980          | 38.0     | 2934 | 1.473 | 1.265     | 96.1        | 77.2    | 503.9 |
| East Open House    | 1827          | 37.0     | 2805 | 1.431 | 1.252     | 97.4        | 75.8    | 515.8 |
| Central EC House   | 10171         | 32.1     | 2440 | 1.372 | 1.274     | 97.4        | 76.0    | 539.4 |
| Central Open House | 1891          | 34.0     | 2480 | 1.441 | 1.334     | 95.0        | 72.9    | 481.0 |
| South EC House     | 19962         | 34.0     | 2463 | 1.408 | 1.305     | 97.4        | 72.4    | 501.2 |
| South Open House   | 9969          | 34.0     | 2405 | 1.391 | 1.301     | 95.4        | 70.7    | 484.9 |

**JANUARY-Top 10 FIELD PERFORMANCE**

| Flock    | Farm Type  | State            | Chicks Placed | Mean Age | BW   | FCR   | cFCR  | Livability% | Day Gain | EPEF  |
|----------|------------|------------------|---------------|----------|------|-------|-------|-------------|----------|-------|
| Flock 1  | OPEN HOUSE | PUNJAB           | 2520          | 32.2     | 2576 | 1.400 | 1.272 | 95.5        | 79.9     | 545.3 |
| Flock 2  | OPEN HOUSE | PUNJAB           | 5478          | 35.6     | 2802 | 1.400 | 1.222 | 96.2        | 78.8     | 541.7 |
| Flock 3  | OPEN HOUSE | HIMACHAL PRADESH | 3574          | 32.1     | 2453 | 1.380 | 1.279 | 97.5        | 76.4     | 540.1 |
| Flock 4  | EC HOUSE   | MAHARASHTRA      | 10171         | 32.1     | 2440 | 1.372 | 1.274 | 97.4        | 76.0     | 539.4 |
| Flock 5  | OPEN HOUSE | MAHARASHTRA      | 5102          | 34.2     | 2661 | 1.430 | 1.283 | 97.5        | 77.8     | 530.7 |
| Flock 6  | OPEN HOUSE | PUNJAB           | 1655          | 34.6     | 2640 | 1.400 | 1.258 | 97.2        | 76.3     | 529.2 |
| Flock 7  | OPEN HOUSE | MAHARASHTRA      | 1657          | 34.0     | 2592 | 1.400 | 1.268 | 96.7        | 76.2     | 526.8 |
| Flock 8  | OPEN HOUSE | PUNJAB           | 4596          | 35.0     | 2720 | 1.410 | 1.250 | 95.5        | 77.7     | 526.6 |
| Flock 9  | OPEN HOUSE | MAHARASHTRA      | 8615          | 35.0     | 2497 | 1.330 | 1.220 | 97.2        | 71.4     | 521.6 |
| Flock 10 | OPENHOUSE  | PUNJAB           | 5488          | 35.1     | 2659 | 1.390 | 1.244 | 95.5        | 75.8     | 521.0 |

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# SUCCESSFUL Health & Nutrition Asia 2026 Bangkok

## Record-Breaking Innovation, Networking, and Poultry Nutrition Breakthroughs!

**VIV Health & Nutrition Asia 2026** has just closed its doors in Bangkok after three intense days that felt less like a trade fair and more like a live snapshot of where the global feed and animal health industry is heading next. From the first morning at BITEC, it was clear that this edition was not only bigger, but also more focused, more technical, and more solution driven than ever before.

### A Total feed to health marketplace in Bangkok

From 10-12 March 2026, the Bangkok International Trade & Exhibition Centre (BITEC) became the meeting point for Asia's feed, milling and animal health professionals. Co located under one roof were VICTAM Asia, VIV Health & Nutrition Asia, and the



grain and rice milling show GRAPAS Asia, turning halls 100-102 into a continuous value chain: from grain handling and flour milling, to feed processing, nutrition, pharmaceuticals and cutting edge animal health tools.

Over three days, the show welcomed a highly qualified regional and international audience: feed mill managers, nutritionists, integrators, veterinarians, premix specialists, technology providers

and investors, all walking the same aisles, attending the same sessions, and often sitting at the same tables to discuss partnerships and joint projects. Exhibitors repeatedly highlighted what past editions had already hinted at: visitor quantity matters, but visitor quality is what turns a trade fair into real business.

### Two strong brands, one stronger platform

The power of this edition lay in the deliberate combination of VICTAM's processing focus with VIV's health and nutrition network. VICTAM Asia brought its established reputation as the world's leading event dedicated to animal feed processing – from pelleting, grinding and extrusion to automation and plant optimisation. VIV Health & Nutrition Asia added



its depth in feed additives, functional ingredients, vaccines, diagnostics and veterinary technologies across poultry, aqua, swine and ruminants.

For visitors, this meant that a single walk through the exhibition could start at bulk grain intake and storage, pass through the latest generation of feed milling equipment, and end at booths showcasing precision nutrition concepts, gut health solutions, mycotoxin risk management and digital decision support tools. The result was a very practical, cross disciplinary environment where an engineer, a nutritionist and a veterinarian could look at the same innovation from three complementary angles.

### Technology, live demonstrations and quiet revolutions

One of the unmistakable trends on the show floor was the move from incremental improvements to integrated systems thinking. Machinery suppliers



demonstrated complete process lines designed to deliver not just throughput, but consistency, energy efficiency and data visibility, reflecting the pressure Asian feed mills face on cost, quality and sustainability. Live demonstrations allowed visitors to compare performance, noise levels, ease of maintenance and digital interfaces in real time before committing to major investments.



At the same time, many of the most meaningful innovations were not the largest machines but the “quiet revolutions”: formulation software that links laboratory data with production settings, sensors that monitor process variables and predict deviations, or feed additives positioned not only on performance but on their contribution to reduced antibiotic use and better environmental footprints. These solutions spoke directly to the region’s twin needs: feeding more animals with





fewer resources, while meeting rising expectations on welfare, food safety and climate impact.

### Knowledge exchange and serious conversations

Running in parallel with the exhibition was a dense programme of conferences, technical seminars and business matchmaking sessions. Building on the strong feedback from earlier editions, organisers again prioritised high level speakers and practical, evidence based content. Sessions ranged from feed processing optimisation and formulation strategies under volatile raw material prices, to health management, precision nutrition, aquafeed development and new regulations affecting trade and biosecurity.

Beyond the lecture rooms, many of the most valuable exchanges took place in small meeting areas and at exhibitor stands, where visitors could sit down with technologists, troubleshoot specific plant challenges, and explore customised solutions or joint trials. The formal business matching programme helped align serious buyers and suppliers in advance, turning random encounters into high value meetings and, in many cases, into concrete project plans.

### A regional hub with global relevance

Bangkok has firmly established itself as the gateway to Southeast Asia's agrifood production, and this co located event underlined that status. With over 350 exhibitors expected across the combined platform and a truly international attendance, VICTAM Asia and

VIV Health & Nutrition Asia offered a regional stage with global relevance. For Asian visitors, it was a chance to benchmark against international best practice, discover new suppliers and technologies, and validate investment plans. For global companies, it was the ideal setting to fine tune their offerings to Asian realities, from climate and raw materials to farm structures and policy environments.

The co location with GRAPAS Asia extended the discussion beyond animal feed to include rice, grain and flour milling, underlining how closely food security, feed security and raw material efficiency are linked in practice. This broader perspective is increasingly important as governments, integrators and input suppliers seek more integrated strategies to build resilient, low waste supply chains in a volatile world.

### Looking ahead from a successful edition

If there was a single take home message from this year's edition, it was that Asia's feed and animal health sectors are no longer merely catching up with global trends – they are helping to shape them. The industry conversations in Bangkok were not confined to capacity expansion; they revolved around smarter feed formulation, data driven plant management, targeted health interventions and a more holistic view of sustainability from raw material to animal to consumer.

As exhibitors pack their stands and visitors return to their plants, labs and offices across the region, the real impact of VICTAM Asia – VIV Health & Nutrition Asia 2026 will unfold in upgraded lines, reformulated feeds, new partnerships and, ultimately, in animals that perform better on fewer resources. Until the next edition,





this recently concluded show will stand as a reference point: a moment when technology, health, nutrition and business came together under one roof in Bangkok to redraw the roadmap for Asia’s feed and livestock future.

### Hind Media Group’s Stellar Showcase

Hind Media Group made an unforgettable mark at VIV Health & Nutrition Asia 2026, blending live on-the-ground coverage with high-impact networking among poultry visionaries. From booth-side interviews to dynamic event highlights, the team captured the essence of the poultry sector’s forward momentum, honoring its true pioneers right there on the show floor.

### Celebrating Poultry Industry Icons

In a heartfelt ceremony at their booth, Hind Media Group presented special felicitations to these distinguished leaders for their unwavering innovation and dedication to advancing the poultry industry:


Mr. Ranpal Dhanda, President, Poultry Federation of India (PFI), Mr. Sanjeev Gupta, Vice President, PFI, Mr. Ravinder Sandhu, Secretary, PFI, Mr. Ricky Thaper, Joint Secretary, PFI, Mr. Shirish Dhopeswar, Dhopeswar Engineering Works, Hyderabad, Mr.

S. K. Malhotra, Interface Pharmaceuticals Pvt Ltd., Mr. Vasu Agarwal, Sampoorna Group, Ms. Natasha Hall, Vice President, VIV Worldwide, Ms. Saengtup Techapatiphandee, CEM, VIV Asia Pacific

These trailblazers received their honors in person, a moment that underscored years of transformative contributions to poultry breeding, health, nutrition, and sustainable production.

### A Hub of Inspiration and Connection

Bangkok buzzed with supercharged success, its halls overflowing with visitors from across Asia and beyond—feed millers, nutritionists, veterinarians, and agribusiness executives trading insights on everything from precision formulations to mycotoxin mitigation. Hind Media Group’s presence amplified this energy, fostering connections that bridged Indian poultry expertise with global best practices.

The gratitude extends to the electric atmosphere at BITEC, where Indian and international leaders in health, nutrition, and agribusiness forged partnerships amid live demos, technical sessions, and deal-making huddles. Events like this don’t just conclude—they ignite the next wave of progress. 



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# 2026 Advanced Poultry Nutrition Forum

Formulating En Route to  
Realizing Genetic Potential



## One Health In Action

# Ecolex Sponsors Advanced Poultry Nutrition Forum

**E**colex Animal Nutrition, as Platinum Sponsor, put its One Health vision into action at the recent Advanced Poultry Nutrition Forum in Bangkok, supporting an event focused on pushing the poultry sector to its next performance level. Industry leaders, nutritionists and integrators from across Asia-Pacific gathered to examine how cutting edge nutritional science and smarter formulation can unlock the genetic potential of modern broilers and layers, closing the gap between expected and actual farm results. The programme brought together local, regional and international experts from poultry genetics companies, consultancy, academia, industry associations and allied suppliers. Among the many highlights from their presentations were:

**Genetics – The Foundation For Success:** A forward looking presentation from Greg Hitt, Regional Technical Services Manager – Asia,

Aviagen, highlighted the remarkable ongoing genetic potential of modern broilers. Based on current pedigree birds, of which commercial stock will reach the market in 4 years, he outlined projected annual gains in broiler performance under clean, disease free conditions through to 2029:

- Liveweight gain(@2.3 kg bodyweight): +40-45g
- Average daily gain (@35 days): +0.8-1.0g
- Mortality: -0.15-0.20%
- FCR: -0.020-0.025
- Breast and eviscerated yield: +0.1-0.15%

To fully capture this genetic potential, producers will need to sharpen their focus on precision feeding and day to day stockmanship, ensuring that nutrition and management keep pace with the bird. This necessitates small, but regular changes to management practices to keep up with genetic progress.



**Situational Nutrition: Feeding The Modern Broiler:**

Peter Chrystal, Senior Poultry Nutrition Specialist at Aviagen, challenged delegates to rethink broiler feeding through the lens of “situational nutrition” – not just what birds should need on paper, but how they actually respond in the shed. Instead of assuming fixed requirements, he explained that broilers react to changing nutrient levels, and that response is constantly reshaped by temperature, health status, management and even feed form.

He reminded the audience that the real art of nutrition lies in predicting how birds will perform on a given combination of nutrients and intake, not simply in meeting specification tables. We may formulate diets in neat percentages, he said, but broilers don’t eat in

percentages – they eat according to the constraints and opportunities we create for them. Bridging this gap between formulation and bird response, he concluded, is what separates a true nutritionist from a formulator, and it is far more difficult than it looks on a spreadsheet.

**Starting Strong – Pullet Nutrition for Longer Laying Cycles:**

Dr Xabier A. Ugalde, Managing Director and Chief Nutritionist at H&N International, emphasized that business decisions around flock length and market goals must start with pullet nutrition. In long production cycles, pullet quality becomes even more critical, making it essential to get bodyweight, frame and bone mineralization right before the first egg. He highlighted the hybrid feed concept as a strategic replacement for traditional pre lay

diets, supplying the nutrients needed for both continued growth and early shell formation so that hens produce well mineralized, saleable eggs from day one. For hot climates, he pointed to more digestible, lower nitrogen diets as a promising way to sustain intake and reduce heat and metabolic load.

**New Tools For Old Problems:**

As Platinum Sponsor, Ecolex was proud to support the thought-provoking presentation by Prof. Julian Wiseman, University of Nottingham: “Next Generation of Feed Additives – Where Are We Heading?” The main thrust of the presentation was removing reliance on feed antibiotics and proposing alternatives.

His presentation focused on managing rising raw material risks – mycotoxins, microbial contamination and anti nutritional factors – as supply chains shift toward more local by products. He identified humic acid as a key emerging tool, combining broad mycotoxin binding with antioxidant gut and liver support, and positioned enzymatic mycotoxin biotransformation as the next level in feed safety, offering rapid, irreversible detoxification without nutrient loss. Looking ahead, he emphasized multi enzyme blends plus innovative emulsifiers to match





the complexity of non-starch polysaccharides and unlock more value from variable ingredients. Finally, he showcased the power of fatty acid systems – short chain fatty acids paired with alpha monolaurin and lauric acid – to deliver broad spectrum control of resistant bacteria, reinforce gut barrier function and provide a robust alternative to antibiotic growth promoters.

**Asian Divergence:** Gordon Butland, Director, G&S Agriconsultants warned that Asia’s poultry sector is entering a period of sharp divergence, with only modest overall growth masking very different country-level trajectories. Total regional chicken meat growth between 2025 and 2050 is expected to reach just 13%, meaning that success will depend less on “being in Asia” and more on precisely targeting the right markets and business models. The “fallers,” he noted, still matter strategically but require a focus on protecting value – through efficiency, product segmentation and disciplined capacity




management – rather than chasing volume growth at any cost.

**Data Driven Formulation:** Ian Mealey, Product Marketing Director for Formulation at Datacor, showcased a powerful new way to build diets-probability constrained optimisation. Instead of relying on gut feel or “safety margins,” this approach factors in real world ingredient, weighing, sampling and lab analysis variation to hit nutrient targets with a defined level of confidence. The result?

- Least cost recipes that still meet nutritional specs with a chosen probability for each nutrient
- Clear sensitivity and ingredient value insights for smarter buying and spec setting
- Far less guesswork in matrix changes and product decisions- using data you already collect

**Farm Data Acquisition & Data Mining:** According to Jon Ratcliff, Managing Director, Innotuc, almost all key data required to evaluate a trial or formulate for optimal bird performance- such as real time phased bodyweight, and real time FCR is missing.

For example, automating liveweight data using platform bird scales or vision-based cameras gives daily liveweight weight curve, weight distribution (not just average), growth rate (daily gain) and uniformity (CV%). Put simply data mining turns raw farm data into actionable nutritional intelligence- helping optimize feed formulation, improve performance, and reduce waste in real time. 



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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.

# Royal Dutch Jaarbeurs Appoints Natasha Hall as Vice President VIV Worldwide


Royal Dutch Jaarbeurs | VNU Group has appointed Natasha Hall as Vice President VIV Worldwide. With this appointment, the organisation takes an important next step in further strengthening its international VIV agrifood portfolio. The appointment comes at a strategic moment, ahead of VIV Europe, which will take place from 2 to 4 June 2026 at Koninklijke Jaarbeurs and celebrates its 25th edition this year. It also marks the preparation for the inaugural edition of VIV Select India, to be held from 22 to 24 April in New Delhi. Next step in international VIV leadership



According to Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs, Hall's appointment aligns seamlessly with VIV's international ambitions. "From the very start of her time at Jaarbeurs in 2025, Natasha has made a clear mark on the development of VIV Asia, where her international work experience and strategic vision contributed to growth, positioning and market connection. Her new role sets her up for the next step within the organisation and for further developing VIV as a globally leading B2B platform for the poultry and livestock sector."

In her role as Vice President VIV Worldwide, Hall is responsible for the complete VIV portfolio worldwide, spanning Asia, Africa, Europe and the MEA region. This encompasses the international VIV trade shows, VIV Connect and the VIV Trade Forums. In this capacity, she will focus on expanding the global network of exhibitors, visitors and strategic partners, as well as further strengthening the international visibility and cohesion of the VIV brand. Extensive international experience as a foundation Natasha Hall brings broad international experience from the international exhibition and events industry, including more than ten years working in Dubai. "I see VIV as a unique global platform that brings together the entire feed-to-food chain, and I consider that integrated approach to be an important differentiating strength," said Hall. In her new role, she aims to work together with teams and partners to build a strong, connected and future-oriented VIV portfolio in which collaboration, knowledge sharing and sustainable market development are central.

Hall's appointment underscores the international character of VIV in a year that is historic for the brand. VIV Europe 2026 not only marks the 25th edition of the trade show, but also the announcement that the event will move to a biennial cycle from 2028 onwards. This allows VIV to respond to the sector's need for greater continuity, predictability and international coherence within the agrifood chain. Van Hooff: "VIV Europe has grown into a reliable and forward-looking platform where strategy, technology and business come together. The anniversary edition in June will once again bring hundreds of international exhibitors and thousands of professionals from the global feed-to-food chain to Utrecht – a recognised hub for agrifood innovation, science and sustainable chain development."

Koninklijke Jaarbeurs and VIV Worldwide continue to serve as the global stage for collaboration and transformation. In November 2025, VIV MEA took place in Abu Dhabi, with a focus on the fast-growing markets of the Middle East. In March 2026, VIV Health & Nutrition Asia follows in Bangkok, with a special emphasis on animal health and nutrition. In April 2026, VIV Select India makes its debut – a major step towards one of the world's most dynamic markets. In June 2026, the VIV series returns to its roots with VIV Europe in Utrecht – the flagship of the VIV trade shows, where the global livestock sector convenes to share knowledge, showcase innovations and set the agenda for sustainable transformation. 



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|            | <b>Heavy Metals</b>        |                        |
|            | Lead (ppm)                 | Max 5.0                |
|            | Cadmium (ppm)              | Max 1.0                |
|            | Arsenic (ppm)              | Max 1.0                |
|            | Mercury (ppm)              |                        |
|            | <b>Microbiology</b>        |                        |
|            | Total plate count (cfu/gm) | Max 1000               |
|            | Yeast & mold (cfu/g)       | Max 100                |
|            | Salmonella                 | Negative               |
|            | E.Coli                     | Negative               |
| S.Aureus   | Negative                   |                        |



|                    |  |
|--------------------|--|
| Temperature        | Keep at 25-30°C.   |
| Relative Humidity  | 65 - 75%   |
| Handling & Storage | Store in clean & dry place away from sunlight and heat. Keep containers tightly closed. Store at 25 - 30 °C in original sealed containers and kept at suggest storage conditions , the product can be stored for at least 2 years . Spills may be cleaned by flushing with sufficient amount of water . Avoid ingestion , contact with eyes , rinse Immediately with plenty of water and seek medical advice |
| Shelf Life         | 24 Months  |
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## IPEMA–Poultry India Showcases Strong Global Presence at International Production & Processing Expo (IPPE)

IPEMA–Poultry India marked its significant presence at the 2026 International Production & Processing Expo (IPPE), Atlanta – one of the world’s leading annual events for the food and protein industry. The expo was held from January 27–29, 2026, at the Georgia World Congress Center in Atlanta, Georgia.

The 2026 edition witnessed strong global participation, bringing together thousands of industry professionals and exhibitors across live production, processing, packaging, animal nutrition, sustainability, food safety, and emerging technologies. Organized by the U.S. Poultry & Egg Association, American Feed Industry Association, and the Meat Institute, IPPE continues to serve as a key platform for industry collaboration and knowledge exchange.

Amid this dynamic global platform, the IPEMA–Poultry India stand attracted strong footfall, drawing visitors from North & South America and Africa. Industry



stakeholders expressed keen interest in participating in the upcoming 18th Edition of the Poultry India Expo 2026, acknowledging India’s growing leadership in the global poultry sector.

The recent success of the 17th Edition of Poultry India Expo received high appreciation from international delegates. The expo’s visibility has further expanded through coverage in leading international poultry magazines, creating strong global momentum ahead of the 18th edition.

### **Leadership Representation on the Global Stage**

Representing IPEMA–Poultry India at IPPE 2026, Mr. Uday Singh

Bayas, President, IPEMA–Poultry India, engaged actively with global poultry leaders, innovators, and industry decision-makers. Through strategic interactions and networking, he reinforced India’s expanding footprint in global poultry innovation, technology adoption, and sustainable growth.

During IPPE 2026 in Atlanta, Mark Nathaniel Morris, President of the U.S. Poultry & Egg Association, shared his appreciation:

“Poultry India Expo in India has truly emerged as one of the most dynamic and influential platforms for the global poultry industry. I sincerely appreciate IPEMA and commend Uday Singh Bayas, President of IPEMA–Poultry India, for the remarkable job he has done in making the recent 17th Poultry India Expo a grand success.

The scale, professionalism, and international engagement at the event were impressive and reflect the strong leadership behind it. I would also like to appreciate the



enthusiastic and vibrant delegation from India participating here at IPPE 2026 – your presence strengthens global collaboration. I look forward to continued engagement and even greater participation from India at IPPE 2027.” Jonathan Cade, Board Member – U.S. Poultry & Egg Association and President – Hy-Line International, also shared his views during his interaction with Uday Singh Bayas:

“IPPE 2026 has truly been a tremendous show. With over 1,300 exhibitors and more than 662,000 square feet of exhibit space, it reflects the scale, strength, and global importance of our industry. I sincerely appreciate the strong and vibrant delegation from India at IPPE 2026. This growing participation is a direct result of Indo-U.S. collaboration and the mutual efforts of both the IPPE organizers and the Poultry India organizers.

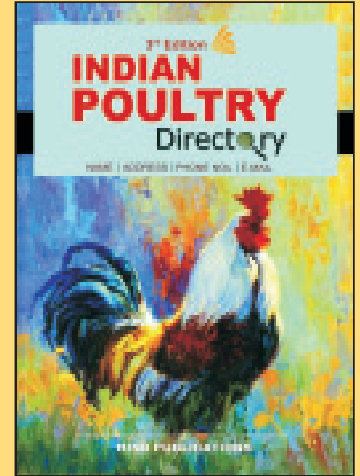
India is rapidly emerging as a strong economy and a significant consumer as well as producer of poultry products. We already see a great presence of Indian brands operating in the U.S., and this is only set to grow. We look forward to even stronger ties and greater mutual participation in the years ahead. IPPE also plays a pivotal role in supporting the younger generation entering veterinary science and livestock sectors. What is earned from the show is meaningfully reinvested back into the industry through technical seminars, education initiatives, and research – strengthening the future of poultry and egg production globally.”

“India’s poultry industry has evolved into a dynamic, technology-driven and globally competitive sector. Poultry India Expo today stands as a powerful platform connecting innovation, sustainability and international collaboration. We invite the global poultry fraternity to join us at the 18th Edition of Poultry India Expo 2026 and experience the scale, strength and opportunities that India offers.”

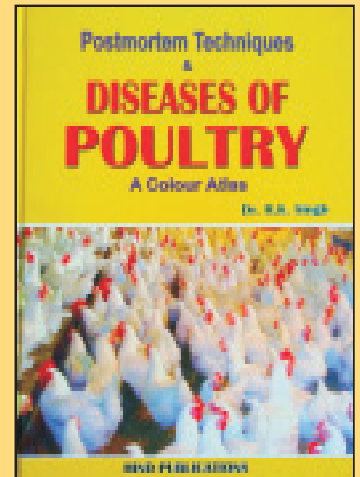
– **Uday Singh Bayas**, President, IPEMA–Poultry India

Invitation to the 18th Edition – World’s Biggest Global Poultry Expo 2026. IPEMA–Poultry India extends a warm invitation to the global poultry community to participate in the 18th Edition of Poultry India Expo 2026, scheduled on: 25th, 26th & 27th November 2026. HITEX Exhibition Centre, Hyderabad, Telangana, India, Recognized as the World’s Biggest Global Poultry Expo 2026, the upcoming edition promises expanded international participation, advanced technological showcases, high-level knowledge sessions, and unparalleled networking opportunities. 

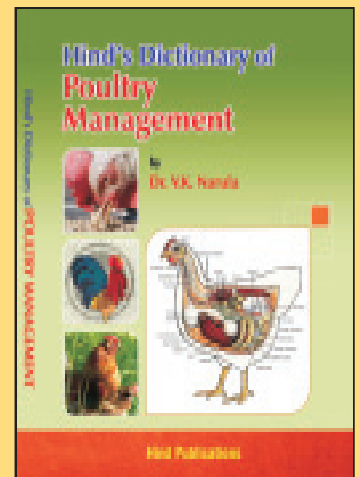
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## Gratitude & Highlights: Huvepharma® at Kolkata International Poultry Fair 2026

The curtains have closed on the Kolkata International Poultry Fair 2026, and we are energized by the incredible momentum generated over these dynamic days. Our participation was a resounding success, defined by meaningful connections and a shared vision for the future of the industry.

We extend our deepest gratitude to the remarkable community of professionals, partners, and pioneers who visited our stall. Your presence, curiosity, and collaborative spirit were the driving force behind the vibrant atmosphere and insightful exchanges we witnessed.

To every delegate who engaged with our team: thank you. The discussions we shared went beyond the conventional—they were strategic dialogues filled with valuable perspectives and a mutual passion for innovation and excellence in poultry health and nutrition.

The team of Huvepharma wishes to express our heartfelt thanks for your partnership, which is the cornerstone of our progress. The connections made and strengthened at this year's exhibition are invaluable, and we are thrilled by the opportunities they present.

As we move forward, we carry with us the inspiration and insights gathered. We are more committed than ever to supporting your goals with advanced solutions and unwavering partnership. We look forward to building on this momentum together.








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# On World Protein Day, IB Group's Nationwide Campaign Echoes "Chicken Protein in Every Home, Every Day"

On the occasion of World Protein Day, the country's leading agri-food company IB Group conducted a large-scale nationwide campaign titled "Chicken Protein in Every Home, Every Day." This campaign was carried out simultaneously in more than 2,500 tehsils across 20 states from Kashmir to Kanyakumari, with the aim of spreading awareness about the 73 percent protein deficiency prevalent among women and children in India. According to data, 7 out of every 10 women and children in the country are unable to consume sufficient protein, which has become a serious nutritional challenge.

The main focus of this large public outreach campaign was to educate communities living in rural and semi-urban areas about the importance of including sufficient protein in their daily diet. Teams from IB Group visited villages and tehsils and organized awareness meetings together with sarpanches, village heads, and respected local elders. Through these dialogue programs held at village gathering



places and community locations, people were explained the basic needs of balanced diets and nutrition in a simple and practical manner. During these sessions, families were informed that children need 25 to 50 grams of protein daily for proper physical development and brain growth. Women require 50 to 60 grams of protein to maintain strong immunity and overall health, while men need 55 to 70 grams of protein daily to prevent fatigue and maintain energy levels. To make the campaign practical, live demonstrations of nutritious and affordable dishes made from chicken were also conducted at many locations. Rural families were informed that about 27 grams of high-quality protein is available in 100 grams of chicken, which can easily fulfill daily protein requirements when included regularly in meals.

IB Group Managing Director Bahadur Ali said about the initiative that the aim of the "Chicken Protein in Every Home, Every Day" campaign is to deliver the message of the importance of protein to every village and every household in the country. He said that protein deficiency is a serious public health concern, especially for women and children. Today, consuming adequate protein is no longer an option but has become an essential requirement for a healthy life, strong immunity, and overall development. He also said that the company's vision is to ensure that high-quality, affordable protein reaches every household so that no citizen of the country suffers from protein. 



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# Aviagen India Hosts Technical School 2026 in Hyderabad, Reinforcing Commitment to Customer Support, Knowledge Sharing and Innovation

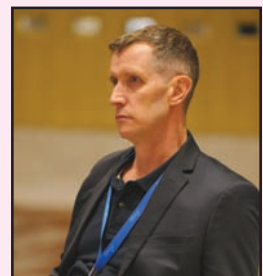
Aviagen India successfully hosted the Aviagen India Technical School 2026 on 9th and 10th February in Hyderabad for their customer team members bringing together global poultry experts, industry professionals and customer team members across the country.

The two-day technical forum served as a dynamic knowledge-sharing platform for improving the productivity in breeders and broilers covering health, incubation, technology advancements and management. Talks delivered by Aviagen experts and industry professional globally representing genetics, applied physiology, nutrition, veterinary health and breeder services, including:

Santiago Avendano, Global Vice President, R&D, Jens Lesuisse, Global Product Director, Richard Bailey, Head of Applied Physiology, Greg Hitt, Regional Technical Manager – Asia, Scott Dawson, Regional Technical Veterinarian, Michael (“Mike”) Block, Technical Service Manager, Jason Cormick, Hatchery Specialist, Ruben Kriseldi, Poultry Nutrition Specialist, Dr. R.V. Shantanavar, Senior Technical Service Manager – Breeders, Dr. Sivakumar Duraisamy, Senior Technical Service Manager – Health, Dr. Jayaraman, Poultry Consultant The sessions reflected an integrated approach to breeder and broiler performance, emphasizing the alignment between genetic potential and management requirements.

## Driving Performance Through Science and Collaboration

Aligned with Aviagen’s global core values – Customer Success, Innovation, Integrity, and Continuous Improvement – the Technical School reflected the company’s ongoing commitment to delivering science-based solutions and practical insights to support customers in achieving excellent broiler results throughout the year.





### The comprehensive agenda covered critical areas including:

Broiler breeder grading and feeding to peak, point-of-lay scoring for breeders, Embryonic requirements and incubation management, Feeding right particle size for broilers, Gut health management and its scoring, Immune-suppressive challenges and flock health optimization of broiler breeders, Pipped embryo testing at hatchery, Global R&D updates and Ross® 308 AP performance insights, Data-driven diagnostic breakout analysis at the hatchery. Interactive quiz sessions and technical discussions ensured active participation, while reinforcing applied learning and field-level implementation.

### Global Expertise, Local Impact

The Technical School featured distinguished global and regional speakers from Aviagen's technical, veterinary and research teams, including senior leaders from R&D, applied physiology, product management, nutrition, hatchery

management and breeder services. Their combined expertise highlighted Aviagen's integrated approach – connecting global research advancements with practical, region-specific solutions tailored for the Indian poultry industry.

### Strengthening Industry Partnerships

By creating a collaborative environment for open dialogue and experience exchange, Aviagen India reaffirmed its commitment to long-term partnerships with customers. The event underscored the company's focus on:

- Supporting breeder and broiler performance optimization
- Enhancing biosecurity and flock health programs
- Leveraging global research for local productivity gains
- Building technical capability through continuous education


The Hyderabad edition of Technical School 2026 reflects Aviagen India's strategic priority of

empowering customers with knowledge, tools and technical support necessary to sustain growth in a rapidly evolving poultry sector.

### Commitment Beyond Genetics

Aviagen's philosophy extends beyond providing world-class breeding stock. Through initiatives such as Technical School 2026, the company demonstrates its dedication to:

- Responsible and sustainable poultry production
- Scientific advancement through global R&D
- Transparent and ethical business practices
- Developing people and strengthening industry capabilities

As the Indian poultry industry continues to expand, Aviagen remains steadfast in its mission to deliver balanced breeding programs that optimize bird welfare, performance efficiency and economic returns for customers. The successful completion of Technical School 2026 marks another milestone in Aviagen India's journey of partnership-driven growth and technical excellence. 

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## Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals

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

**T**race minerals such as zinc, copper, and manganese are fundamental to poultry health, acting as cofactors in vital biochemical pathways: skeletal development, immune defenses, antioxidative systems, enzyme functions, feathering, and reproductive performance. Yet, the typical composition of feed ingredients often falls short of modern poultry standards. That's why precision mineral nutrition—providing the right mineral at the right time and in the right form—is essential to support optimal broiler growth, eggshell integrity in layers, and fertility in breeders.

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

Research across poultry sectors consistently shows that hydroxy trace minerals outperform inorganic sources. Broilers fed hydroxy copper and

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

### Discover IntelliBond®: Precision You Can Trust

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

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

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

### Proven Performance Across Poultry Types

A Spanish study comparing hydroxy vs. sulfate-fed broilers at nutritional levels found that those receiving hydroxy minerals (IntelliBond C and Z) achieved 7.4% higher live weights, 7.7% heavier carcasses, and 16.1% breast meat yield, versus 15.3% in the sulfate group. Another Trouw Nutrition joint trial with the University of New England demonstrated improved bone integrity (tibia breaking strength) and breast meat zinc content in broilers fed 100 ppm IntelliBond Zn, with gut integrity

maintained. In antibiotic-free commercial conditions, hydroxy copper-chloride combined with organic acids matched or exceeded the performance gains of feed antibiotics while improving egg weight, mass, and feed efficiency in layer hens. These findings highlight the ability of IntelliBonds to deliver consistent productivity gains across broilers, layers, and breeders – even under stress or antibiotic-free regimes. Trouw Nutrition India has been pioneering mineral-precision feeding. “Trouw Talks” events in Karnal and Hyderabad, unveiled IntelliBond’s OptiSize® technology – highlighting uniform, stable crystals that protect premix integrity and animal performance. Trouw Nutrition’s new premix plant near Hyderabad supports local production of trace minerals, vitamins, and specialized premixes – readying India for advanced feed solutions. This investment and local research infrastructure underline Trouw Nutrition’s strong commitment to validating hydroxy mineral efficacy under Indian production conditions.

### Why IntelliBond® Stands Out

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


- Superior bioavailability due to controlled release and crystalline stability
- Enhanced feed stability, maintaining vitamins, enzymes,

and reducing oxidation in premixes

- Animal performance gains, improving carcass weight, egg production, feed conversion, and profitability
- Gut health, by reducing pathogenic bacteria and preserving gut barrier integrity in broilers
- Environmental responsibility, lowering mineral excretion while supporting sustainability-focused operations

### Precision Manufacturing and Traceability

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

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

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# Chlortetracycline Annual Capacity 100000 MT

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Jinhe CTC products are rigorously tested using the **High-Performance Liquid Chromatography (HPLC)** method to confirm their potency & purity of CTC 15%, which is essential for effective treatment.

For effective disease control & sustainable farm management, it is vital to choose genuine **Jinhe CTC** that has been tested and verified for quality.



| Comparison between Fake CTC and Real CTC |                        |   |  |
|--|------------------------|---|--|
| Item number                              | Criteria               | Fake CTC  | Genuine CTC  |
| 1  | Smell                  | Dust-like smell, unpleasant, sometimes musty                                  | Natural fermentation odor, no unpleasant smell   |
| 2  | Color                  | Grey granule  | Brown to dark brown granule  |
| 3  | Characteristic         | Non-compliant; granule texture too uniform; 0 CTC content                     | Not lumpy or moldy, relatively uniform texture, compliant with standard                      |
| 4  | Consequences           | Poor therapeutic effect, potential for resistance, damage to livestock health | Effective treatment, stable performance in disease prevention and control                    |
| 5  | Benefits               | Lower purchase cost (Apparent Advantage)                                      | Proven efficacy, safety, stable quality, improves farm productivity, high cost-effectiveness |
| 6  | Risk of using Fake CTC | Ineffective treatment, disease outbreaks, higher mortality, economic loss     | /  |

| Growth Stage       | Susceptible Diseases   | Typical Symptoms  | CTC Dosage | Drug Combination                   | Treatment course                       |
|--------------------|--|---|------------|------------------------------------|--|
| Chicks (0-6 weeks) | Necrotic enteritis   | Black feces, depression, emaciation                     | 2 kg       | 80% tiamulin fumarate premix 300 g | 7 days, rest 3 days, repeat for 7 days |
| Chicks             | Colibacillosis (airsacculitis/septicemia)                            | Dyspnea, depression, cloudy air sacs                    |            | /                                  | 7-14 days                              |
| Growers            | Chronic respiratory disease (CRD) with Mycoplasma or E. coli         | Sneezing, open-mouth breathing, reduced egg production  |            | /                                  | 7 days                                 |
| Adult layers       | Salpingitis or egg production decline syndrome (secondary infection) | Reduced egg production, soft-shelled eggs, feather loss |            | 80% tiamulin fumarate premix 300 g | 7 days                                 |
| All stages         | Mycotoxin-induced immunosuppression and secondary infections         | Slow growth, diarrhea, high mortality                   |            | /                                  | 7 days                                 |

Fake CTC, on the other hand, is not subjected to such testing, and the final product often **lacks the required 15% CTC content**. This lack of quality control is the primary reason for **treatment failures** and other associated risks in Poultry Industry.

Using Fake CTC **endangers animal health**, increases the risk of **antimicrobial resistance**, and leads to serious **economic consequences**.

Farmers and veterinarians should always **verify product authenticity** and **rely on trusted suppliers** to safeguard both animal welfare and farm profitability.

**Jinhe Biotechnology Co, Ltd.**

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## IPEMA & Poultry India Supports 26th AGM of Broiler Breeders Association, North

IPEMA-Poultry India proudly supported the 26th Annual General Meeting (AGM) of the Broiler Breeders Association - North (BBAN) Held on 27<sup>th</sup> - 28<sup>th</sup> February, 2026, bringing together poultry breeders, industry leaders, entrepreneurs and stakeholders from across North India to discuss the growth, opportunities and future of the broiler breeding sector.



Representing the association, Mr. Uday Singh Bayas, President - IPEMA / Poultry India, addressed the gathering and highlighted the remarkable growth of the poultry industry across North India. He noted that the region has emerged as a strong driver of India's poultry production, with states such as Haryana, Uttar Pradesh, Bihar and Punjab playing a significant role in strengthening the country's poultry ecosystem. In his address, Mr. Bayas emphasised that the rising demand for affordable protein, adoption of modern farm technologies, improved genetics, enhanced feed efficiency and stronger breeder networks have significantly contributed to the expansion of the poultry sector in the region. He also highlighted the importance of continued collaboration among breeders, integrators, equipment manufacturers, feed companies, pharmaceutical firms and policy stakeholders to ensure sustainable and profitable growth for the industry.

Mr. Bayas further reiterated the vision of IPEMA - Poultry India in bridging industry and academia, creating awareness about protein nutrition and encouraging technological advancement across the poultry value chain.

Speaking about the industry's global outlook, he also highlighted the tremendous success of the 17th Poultry India Expo, which witnessed strong participation from domestic and international exhibitors, global technology providers and progressive poultry farmers. The expo has evolved into a premier business and technology platform where innovation, knowledge sharing and global collaboration converge to strengthen the poultry sector.

During the event, the IPEMA-Poultry India team led by President Mr. Uday Singh Bayas was honoured with a memento presented by Mr. Mohit Malik, President - BBAN, and Shri Krishnan Mann, Vice President - BBAN, in the gracious presence of Shri Gulab Saini,





Chairman - Asian Kabaddi Federation, and Shri Karmvir Saini, Information Commissioner, recognising IPEMA's continued support to the poultry industry and breeder community.

On the occasion, Mr. Bayas invited members of the poultry fraternity to participate in the 18th Edition of Poultry India Expo 2026, scheduled to be held from 25-27 November 2026 at the HITEX Exhibition Centre, Hyderabad, along with the Poultry Knowledge Day on 24 November 2026. The upcoming edition is expected to be the world's biggest global poultry expo, showcasing cutting-edge technologies, breeder innovations, automation systems, animal health solutions and sustainable poultry practices. Congratulating the Broiler Breeders Association - North for successfully organising the 26th AGM, Mr. Bayas emphasised the importance of unity and collaboration within the industry.

"Unity is strength. Together, we move towards stronger breeder networks and affordable protein for every Indian household," he said. Through such industry engagements and knowledge platforms, IPEMA - Poultry India continues to strengthen collaboration, promote innovation and support the sustainable growth of India's poultry sector while positioning the country as a global poultry leader.

## Hy-Line introduces Nova-Tech's latest hatchling support technology to support its parent stock customers in India.

At the International Production and Processing Expo (IPPE) 2026 in Atlanta, Hy-Line International announced the signing of a new contract for advanced hatchery technology to its operations in India, Hy-Line Layers Private Ltd. (Hy-Line India). The agreement was signed by Jonathan Cade, President of Hy-




Line International and Mr. Landon Fries, President of Nova-Tech Engineering, LLC, for the supply of Nova-Tech's latest Hatchling Support System. The technology will be implemented to support Hy-Line parent stock customers in India. The Hatchling Support System features advanced infrared beak treatment (IRBT) technology and an automated injection system designed to deliver precise and consistent early-life care. This investment underscores Hy-Line's ongoing commitment to innovation in poultry breeding and hatchery management.

By integrating advanced, hatchery-based solutions at the parent stock level, Hy-Line aims to support its customers such as Srinivasa Farms by providing breeding stock without the headache of beak trimming and early vaccination. Furthermore, the system is more welfare friendly and less stressful for the chicks. Infrared beak treatment leaves no open wounds, significantly reducing the risk of infection, disease and mortality associated with bird-on-bird aggression. Automated injection ensures accurate and uniform delivery of early-life treatments, supporting improved chick quality and consistency from the start.

In addition, performing these procedures at the hatchery enhances overall biosecurity by eliminating the need for routine on-farm trimming and reducing the movement of personnel and equipment between farms. "This investment reflects our focus on supporting our customers with practical, science-based hatchery solutions," said Jonathan Cade, President of Hy-Line International. "By working closely with our customer, Srinivasa Farm and supplier Nova-Tech Engineering, we are pushing forward with proven initiatives that will strengthen the supply of high-quality day-old parent breeding chicks".

### About Hy-Line International

Hy-Line International is the world's oldest layer genetics company and a global leader in the development of high-performing laying hens. Founded in 1936 and headquartered in Dallas Center, Iowa, USA, Hy-Line is committed to scientific excellence, innovation, and supporting egg producers worldwide with robust, efficient, and sustainable layer genetics. 



## Bihar Animal Sciences University Team Visits IB Group

A high-level delegation from Bihar Animal Sciences University (BASU), Patna, led by Hon'ble Vice-Chancellor Dr. Inderjeet Singh, visited IB Group, Rajnandgaon, to explore avenues for strengthening academia-industry collaboration in poultry education, research, and training. The delegation comprised Dr. Jeetendra Varma, President, World Veterinary Poultry Association India, Dr. Pankaj Kumar Singh, DRI-cum-Dean, PGS; Dr. Kaushalendra Kumar, I/C, Poultry Research & Training Centre and Dr. Nidhi Rawat, Assistant Professor of Veterinary Microbiology, Dau Shri Vasudev Chandrakar Kamdhenu Vishwavidyalaya, Durg, Chhattisgarh;

The team held detailed discussions with Dr. R. K. Jaiswal, President, IB Group, regarding potential areas of cooperation. Dr. Jaiswal outlined the farmer-centric vision and journey of IB Group in transforming India into a protein-rich nation by 2035 through a sustainable, technology-driven


poultry and livestock ecosystem. It was impressive to learn about the Group's commitment to empowering farmers, enhancing rural development, and establishing Chhattisgarh as a global protein hub, fostering "Viksit Poultry" for a "Viksit Bharat."

Dr. Jaiswal expressed keen interest in signing a Memorandum of Understanding (MoU) with BASU and extending training and internship opportunities to students of B.V.Sc. & A.H. and B.Sc. Poultry Production. Presentations were delivered on the company's integrated operations and "PARIVARTAN GENNEXT," highlighting sustainable and economically viable models of broiler farming.

The delegation visited the Corporate Office, Centre of Excellence, advanced Feed Analytical and Health Diagnostic Laboratories, Hatchery units equipped with strict biosecurity measures, automatic grading and incubation systems, in-house

rendering facilities, and in-ovo vaccination technology. The team also toured the feed manufacturing unit with a production capacity of 2,200 MT per day, the soybean oil extraction plant, and other vertically integrated facilities (HDPE bags manufacturing/ printing plant)

Field visits to newly established and modified Environmentally Controlled (EC) poultry farms demonstrated efficient, automated production systems and profitable farming models, reflecting the success of industry-led capacity-building initiatives.

The visit concluded with key recommendations, including signing an MoU, adopting strict biosecurity practices at BASU farms, and establishing a Model EC Poultry House at BASU with technical support from IB Group. The proposed collaboration is expected to enhance hands-on training, promote research excellence, and create greater employment opportunities for students. 



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# Next Generation Feed Additives For A Post Antibiotic Era



**E**colex Animal Nutrition is committed to advancing One Health solutions that support animal performance, producer profitability and the global effort to mitigate antimicrobial resistance (AMR). As the Platinum Sponsor of the recent Advanced Poultry Nutrition Forum, we were proud to support the presentation by Prof. Julian Wiseman, University of Nottingham: "Next Generation of Feed Additives-Where Are We Heading?" The main thrust of the presentation was removing reliance on feed antibiotics and proposing alternatives.

## Raw Material Quality

Supply chain disruptions are driving diversified locally sourced ingredients with associated quality issues:

- Mycotoxin contamination
- Microbial contamination
- Anti-nutritional factors

Mycotoxin contamination can be mitigated through the use of binders but there are problems with this approach including limited mycotoxin spectrum. Other

approaches include the use of humic acid and enzyme solutions.

## Humic Acid-An Emerging Tool For Mycotoxin Mitigation

Prof. Wiseman identified humic acid as one of the key emerging molecules likely to play a greater role over the next five years as an adjunct to antibiotic reduction strategies-in the context of rising mycotoxin risk. As more by-products and local raw materials are incorporated into poultry diets, the potential for hidden mycotoxin-related losses is expected to increase.

## Humic acid stands out because:

- It is a natural organic compound, derived from decayed plant and animal material and brown coal.
- It contains trace minerals, humus, and fulvic acid, long recognized in crop agriculture for improving nutrient uptake.
- It is available as a feed ingredient or water-soluble additive, offering flexible application in animal production.

## Functionally, humic acid offers more than just organic matter:

- Its complex, high molecular weight structure confers a strong binding (chelating) capacity, allowing it to form complexes with mycotoxins and heavy metals, much like clays or yeast cell wall products.
- It also acts as an antioxidant, helping to protect the intestine and liver and supporting birds under oxidative stress associated with mycotoxin exposure.

The unique chemistry of humic acid-its aromatic rings, phenolic, carboxyl, and quinone groups-underpins both its mycotoxin-binding properties and its role in gut and liver support. This dual functionality is exactly why



### Inhibition ratio (%) – glycerol monolaurate vs. emulsified $\alpha$ -monolaurin

| Bacteria       | Control | Glycerol monolaurate |          | Emulsified $\alpha$ -monolaurin (Lipo ZAP) |          |
|----------------|---------|----------------------|----------|--|----------|
|                |         | 600ppm               | 1,200ppm | 600ppm                                     | 1,200ppm |
| <i>E. coli</i> | 0       | 4.5                  | 11.4     | 87.2                                       | 92.3     |
| <i>S. suis</i> | 0       | 6.5                  | 15.8     | 90.5                                       | 95.6     |

Fu et. al., (2007) Inhibition ratio (%) =  $(1 - (\text{bacteria CFU in treatment} / \text{bacteria CFU in control})) \times 100\%$

humic acid is gaining attention as part of the "next generation" toolbox for more resilient, sustainable poultry production.

#### Enzymes-Taking Mycotoxin Control To The Next Level

Prof. Wiseman highlighted how mycotoxin-neutralising enzymes are changing the way we think about feed safety. Unlike traditional binders that simply physically adsorb mycotoxins, these enzymes provide rapid, irreversible and highly targeted detoxification, pushing feed safety to the next scientific level.

#### He highlighted several advantages of enzymatic approaches:

- Specific bio-transformation of mycotoxin molecules into non-toxic metabolites
- High selectivity and substrate specificity, reducing the risk of interfering with valuable nutrients
- Enhanced activity, stability, and scalability through advances in protein engineering

Specialised enzymes derived from diverse microbial sources can now achieve precise, irreversible mycotoxin neutralisation, and are gaining growing importance in commercial feed solutions.

At Ecolex, we see humic acid and enzymes as promising components within integrated mycotoxin management, developing solutions such as PuraTox Pro- that protect animal health, support producer profitability, and reduce reliance on antibiotics within a One Health framework.

#### The Future Belongs To Enzyme Blends + Emulsifiers

In his presentation, "Next Generation of Feed Additives-Where Are We Heading?", Prof. Julian Wiseman, University of Nottingham, highlighted how the future lies in multi-enzyme blends working together with innovative emulsifiers to unlock more value from every ingredient. Candidate molecules that exhibit digestibility enhancement include:

- Sodium stearyl-2-lactylate (SSL)
- Glycerin monostearate (GMS)
- Distilled Monoglycerides (DMG)

Prof. Wiseman stressed that non-starch polysaccharides (NSPs) are not one simple target, they are a highly complex group of molecules-pentosans (arabinoxylans), hexosans (?-glucans), mixed (xyloglucan) and cellulose. That means no single NSP enzyme can do it all-enzyme blends need to be designed with this complexity in mind.

Interestingly, he noted that while xylanase is traditionally used to break down NSPs, studies at the University of Nottingham suggest it may act indirectly by affecting physiological mechanisms, such as increasing intestinal glucose absorption capacity, which in turn can support better growth and FCR. For Ecolex, the next step is clear: multi-enzyme blends plus targeted emulsifiers-like EnzaMax Pro, helping producers manage variable raw materials, and support gut health-turning complexity in the feed into opportunity on-farm.

#### Beyond Antibiotics-The Power Of Fatty Acids

He reminded us that most major bacterial pathogens in poultry now include multi-drug resistant strains. One of the strategies he highlighted is combining short-chain fatty acids (SCFAs) with alpha monolaurin (AML) to provide broad-spectrum control of Gram+ and Gram- bacteria.

He spotlighted medium chain fatty acids (MCFAs)-especially lauric acid (C12) from coconut and palm oil-for their ability to act quickly in the gut, disrupting harmful bacteria, supporting gut integrity, and boosting flock performance. Through efficient processing, a 60-68% AML product can be achieved, and when emulsified, its molecular potency is significantly increased.

AML doesn't just hit one target. It can disrupt bacterial membranes, alter intracellular pH, interfere with DNA and protein synthesis, destabilise enveloped viruses, and modulate the host immune response. While acting locally in the gut, AML can also exert systemic effects via the blood and lymphatic systems, reducing pathogen prevalence, supporting a more favourable gut microbiome, and improving digestion and nutrient absorption.

Strategically combining AML and SCFAs was presented as a robust approach to reinforcing gut barrier function, suppressing pathogenic load, and enhancing flock vitality, thereby providing a proven alternative to antibiotic growth promoters (AGPs)-fully aligned with Ecolex's vision for sustainable poultry nutrition.

### Final Thoughts

Prof. Wiseman concluded that consumers are becoming increasingly discerning and health conscious, demanding high quality and safe proteins. Meeting this demand requires producers to treat nutrition, health, and food safety as a continuous chain, not isolated points-from raw material quality through to the live bird and final product. By adopting a holistic One Health approach, that includes smarter nutrition, producers can build more robust, efficient birds while lowering infection pressure and the need for antimicrobials. Such integrated programmes not only safeguard performance and profitability, but also contribute directly to protecting animal welfare, preserving antibiotic efficacy, and

deliver poultry products that consumers can trust.

### 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. 



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## **Bhuvana Nutribio Sciences India & Andres Pinaluba S.A. (APSA) Spain, Hosts Technical Seminar**

Bhuvana Nutribio Sciences India & Andres Pinaluba S.A. (APSA) Spain successfully organised its 4th Technical Seminar under the Bhuvana - Pinaluba Tech Series on 28th January 2026 at Rohika International Guest House (AAU-IGH), Guwahati, Assam, in collaboration with PDRC, Director of Research, AVFU. The event marked an important milestone in Bhuvana's and Pinaluba's ongoing efforts to promote science-led, practical solutions for the poultry industry. The seminar was anchored by Dr. Nikhil Adagale, GM, Bhuvana NBS, and formally began with a welcome address by Dr. Manoj Kumar Dev Sarma, Director Bhuvana, who emphasised the company's commitment to advancing poultry health through innovation and technical excellence. He also highlighted the importance of the Northeast in poultry production and encouraged the Vikasit Bharat mantra and self-sufficiency in this sector very soon. Dr. Prabodh Borah, Directorate of Research AVFU, addressed the gathering and highlighted the university's involvement in poultry development in this region and the scope of this sector for economic development. Dr. Hiranya Kumar Bhattacharya, Director of the Extension Education, AVFU, also attended the session.

The keynote session was delivered by Dr. Abhijit Mishra. His presentation on "Integrated

Approach to Gut and Respiratory Health in Poultry" offered valuable scientific insights and practical strategies to improve flock performance and overall farm profitability. The presentation was very informative on ground realities and widely appreciated by participants. Following the keynote address, Dr. Jyoti Kumar Mainali, Area Manager-Asia of Andres Pinaluba S.A. (APSA), presented an overview of the company's corporate profile and highlighted its European-origin Tiamulin 10% (APSAMIX TIAMULIN 10%), along with other research-driven products like APSAVIT OVOSMART, APSA MIOCHEM, APSA AMINOVIT developed through strong R&D capabilities.

Further, Dr. Santosh Ire, Director, Bhuvana NBS, shared insights into Bhuvana's journey, outlining the organization's core strengths in gut health management and showcasing innovative tablet-based solutions designed to address key poultry health challenges. (GutPROP). He also emphasised the new antiviral solution for coated viruses like IB, ND, AI (ViroStat AML) along with the technically leading Halquionol brand. (BhuQuinol 60% & 12%). Bhuvana's partner principles companies' summer solutions are unique and were shared with the audience. (Patented Chromiate C & Rosh C+). The seminar witnessed

participation from key poultry stakeholders and protein producers from the Northeastern region. The interactive session was well received, with attendees appreciating the depth of technical knowledge, practical relevance, and industry-focused discussions. Key protein producers who attended include Dr. Pankaj Deka, Dr. Mihir Sarma, Mr. Atul Ghose, Mr. Saju Ahmed, Mr. Dimbeswar Thakuria, Mr. Dinesh Deshmukh, Mr. Sushank Bora, Mr. Prasanta Dey, Mr. Dr. Manash Das, Dr. Lakhi Saikia, Dr. Sahjaman Ali, Dr. Sanjib Khargharia, Dr. Manoj Kumar Bora, Dr. Ranjan Neog, Mr. R. K. Jha, and others. The event served as a strong branding and engagement platform for Bhuvana Nutribio Sciences, India, and Andres Pinaluba S.A., Spain, while also opening up new business opportunities across Assam and neighbouring states. Bhuvana and Pinaluba expressed sincere gratitude to all participating protein producers for their active involvement and encouragement toward its mission of delivering science-backed poultry solutions. Bhuvana Nutribio Sciences acknowledges the efforts put in by Dr. Pankaj Deka and Dr. Mihir Sarma in making this event successful. The interactive session concluded with a Vote of Thanks by Mr. Khanindra Nath Sarma, Business Manager, Bhuvana NBS North East, Bhutan & Myanmar.



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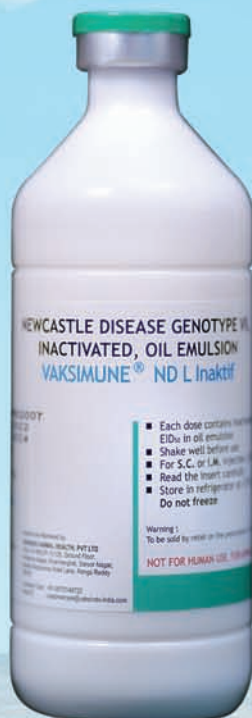


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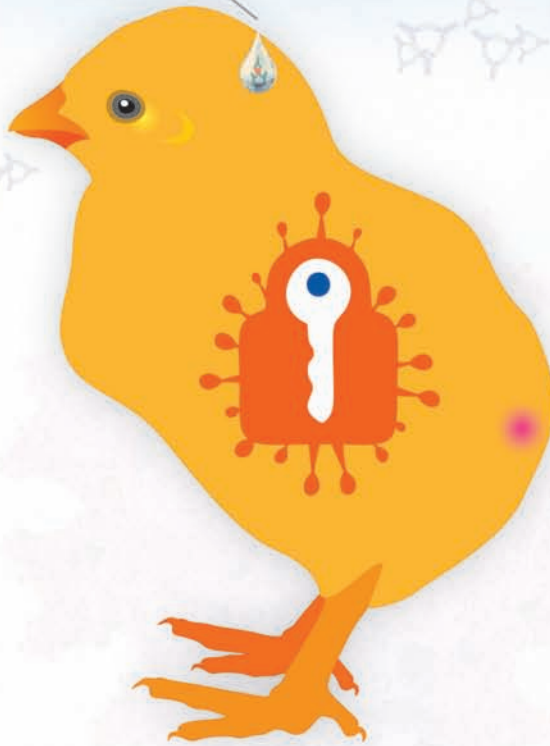
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