# POULTRY TECHNOLOGY

A COMPLETE BUSINESS MAGAZINE FOR POULTRY INDUSTRY- CIRCULATED WORLDWIDE

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America has always been the world's number one economy. It dictates terms to the world and influences and manipulates issues that favor it. The rapid growth of China, followed by India, is putting immense pressure on America as the New World order is undergoing phenomenal change. This is not acceptable to the political leadership. Over several decades, driven by the capitalist system, America outsourced all manufacturing to China and other low-cost countries. America feels the pain today when it has lost its manufacturing potential and is forced to give out jobs to immigrants who are more skilled and at a lower cost. The evolution, which took several decades, cannot be turned around suddenly as the new leadership is attempting to. The tariff war has boomeranged badly, completely collapsing the delicate fabric of Trade balances which had naturally occurred over a while. The new tariff war appears to be more suicidal for America. The trade imbalances could have been negotiated on a case-by-case basis rather than upsetting it overnight. The whole world is affected adversely.

The tons of partially burnt money found in the debris of the CJI's house have stirred the Pandora's box. Now, a serious investigation into such monies is a subject of investigation. The Supreme Court, which is many a times in the eye of the storm because of shocking and controversial judgements, is locking horns with the Government due to such suspicious activities.

Shri Bahadur Ali, IB Group, the leader of a large corporate in the Poultry Industry, set an excellent example of inclusive partnerships with the farmers and traders of the poultry business. To honour an important key segment that has a tremendous impact on the success of the business!! Many are likely to follow this success story. Innovation and new ideas are the key!

The heat wave in north India, which is more than normal is adding to the stress and losses to the struggling poultry farmers.

Bangladesh's leadership, intoxicated by the newfound love from Pakistan, Turkey & China, has gone berserk over its newfound demands on India. It suddenly finds itself dictating and challenging India. Their current Imagination of dictating to India is far away from reality. Just like Sri Lanka, the Maldives & Nepal who wandered away until the stark reality hit them hard later; Bangladesh too needs to experience before it will accept its reality. India is known for responding strategically rather than reacting instantaneously.

We are thrilled to announce the completion of 20 remarkable years of Poultry Technology magazine. Reaching this milestone is not just a number—it's a celebration of enduring dedication, meaningful storytelling, and an unwavering commitment to the poultry industry.

Over the past two decades, we have strived to enlighten, engage, and empower our readers with knowledge, insight, and innovation. This journey has been made possible by the collective support of our advertisers, subscribers, contributors, and loyal readers—each one playing a vital role in shaping our legacy.

As we reflect on our past, we are equally excited for the future. With renewed energy and purpose, we look forward to continuing our service for many more years—bringing you the latest in poultry science, technology, and industry trends.

Thank you for being a part of this incredible journey.

**Editor** 



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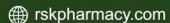




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Dr. S Chandra

CEO

Chandra Associates

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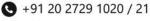
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एनकाउंटर न. 259:- पोल्ट्री इंडस्ट्री को हैल्दी रखने के लिए फीड एडेटिव्स और दवाओं के संदर्भ में क्या "जेहाद" की जरुरत है ?

मेरा नाम शब्बीर है और मैं पोल्ट्री में "जेहाद" की बात कर रहा हूँ। मेहरबानी करके पुलिस को यह लेख मत दीजियेगा, वरन वह मुझे अंदर करेंगे, फिर मैं तारिख दर तारिख सफाई पेश करता रहँगा। जेहाद या सत्याग्रह या आंदोलन इन सबका मतलब एक ही है। यह शांतिपूर्वक भी हो सकते हैं, जैसे श्बापूर के सत्याग्रह होते थे या विनोबा भावे का जमीन के लिए आंदोलन। हाल ही में किसानों के कई आंदोलन इसकी मिसाल हैं। मेरे साथी शराब पीते हैं या मैं स्वयं पान-मसाला खाता हूँ। इसे छोड़ने के लिए हमें अपने आप से अपने शरीर से जेहाद करना होगा। हर बुराई को दूर करने के लिए और उसकी जगह अच्छाई लाने के लिए जो भी जदो-जेहद हम और आप करते हैं, वह जेहाद, सत्याग्रह या आंदोलन ही कहलायेगा। इसमें हाथ में तलवार होना जरूरी नहीं। इसकी जगह हम भागवत गीता, गुरु ग्रन्थ, बाइबल या क्रआन शरीफ हाथ में ले सकते हैं। वैसे इसकी भी जरूरत नहीं, क्योंकि यह पवित्र ग्रन्थ हैं। इसके रख–रखाव का ध्यान शायद हम आंदोलनों में नहीं कर सकते। "जेहाद" शब्द का जिस सन्दर्भ में आमतौर पर हमारे टी वी चैनल इस्तेमाल करते हैं, वह अधिकाँश दुर्भाव से ग्रस्त हैं। अब आइये बात करते हैं पोल्ट्री उद्योग में क्यों जेहाद की आवश्यकता है ?

पोल्ट्री फीड एडेटिव्स, दवाएं और वैक्सीन कई भारतीय कंपनियां यहीं भारत में बना रही हैं एवं लगभग सभी अच्छी विदेशी कंपनियां भारत में अपने प्रोडक्ट्स उपलब्ध करवा रही है। सन् 60-70-80 के दशक में यह सब उत्पाद या तो थे ही नहीं और अगर थे तो भारत में उपलब्ध नहीं थे, अतः हम इनके बारे में जानते ही नहीं थे। अगर मैं गलत नहीं तो पहली दफा टोक्सिन बाइंडर सन् 70 दशक के अंत में या 80 दशक के प्रारम्भ में आयात हुआ था। इसके पहले कॉपर-सल्फेट भारतीय पोल्ट्री इंडस्ट्री को बचाये हुए था।

बेहर हाल आज की बात करते हैं। अब बहुत ही अच्छे और लाभदायक फीड एडेटिव्स, इन्हांसर, ट्रीटमेंट ड्रग्स, विटामिन्स, प्रीमिक्स, प्रोबाओटिक्स, प्रीबाओटिक्स, इसेंशिअल आयल इत्यादि भारत में उपलब्ध हैं। इन्जाइम्स का बहुत बड़ा शेयर है। भारत में बन भी रहे हैं परन्तु अधिकाँश आयातित हैं। इनकी कीमत भी अच्छी खासी है परन्तु हम कैसे उपयोग से पहले इसमें श्आगश् लगा रहे हैं ? इसके असंख्य उदाहरण हैं परन्तु हम पांच उदाहरण यहाँ प्रस्तुत कर रहे हैं।

गुडगाँव स्थित एक बड़े ब्रीडिंग फार्म के ब्रायलर पहले दिन से कुछ लंगड़े निकलने लगे थे। हैचेबिलिटी भी धीरे-धीरे कम होती जा रही थी। चिक्स में प्रारंभिक मोर्टिलिटी भी कुछ अधिक हो रही थी। समस्या के कारण विजिट पर जाना पड़ा। सबसे पहले हैचरी में जाकर चेक किया। मैनेजमेंट में कोई कमी नहीं थी। अनहैचड अंडे तोड़े गए। यहाँ आभास हुआ कि न्यूट्रिशनल समस्या है क्योंकि डेड एम्ब्रीओ एवं डेड इन शैल अधिक निकल रहे थे। फार्म पर दस दिन के चिक्स देखे। पोस्टमॉर्टन किया गया। किसी प्रकार की बिमारी नहीं निकली। उनकी फीड फैक्ट्री में गए। फार्मुला चेक किया- मौसम के हिसाब से काफी बैलेंस्ड था। इन्ग्रीडिएन्ट्स चेक हुए सभी अच्छे थे। अब बारी थी फीड एडेटिव्स की जिसमे विटामिन्स एवं ट्रेस मिनरल्स प्रीमिक्स भी शामिल थे। सभी अच्छी कंपनी के प्रोडक्ट्स थे। एमिनोएसिड, इन्जाइम्स, प्रोबाओटिक्स इत्यादि भी सभी स्टैन्डर्ड के थे। इस हिसाब से फार्मुला वास्तव में स्टैन्डर्ड था।

गडबड कहाँ हो सकती है? यह प्रश्न विचलित कर रहा था। अंत में स्टोर खुलवाया जहाँ फीड एडेटिव्स का स्टॉक था। दरवाजा खुलते ही मुँह पर गर्म हवा का झोंका आया। शीशे की खिड़की बंद थी। अंदर खड़ा होना दूभर था।

खिड़िकयां खुलवाई तब कुछ राहत मिली। सारी गड़बड़ यहाँ थी जो अंदर जाने से पकड़ में आई। जुलाई का महीना था, मैंने उन्हें बताया कि "इस तापमान पर स्टोर किये हुए लगभग सभी एडेटिव्स की पोटेंसी बहुत तेजी के साथ घटेगी।" लगभग सभी प्रोडक्ट्स 3-4 महीने पुराने थे। बेचारे अप्रैल-मई-जून-जुलाई की गर्मी झेल रहे थे। कितनी पोटेंसी घट चुकी यह तो महंगे टेस्ट ही बता सकते थे जिसकी गुंजाईश नहीं थी। उन्हें राय दिया तुरंत सारे प्रोडक्ट्स नए मंगवाए उन्हें ब्रीडर में चला दें। पूराने प्रोडक्ट्स कुछ ही दिन के लिए बचे थे – इसे 25-30% अतिरिक्त डाल कर ग्रोअर फीड में खत्म कर दें। विटामिन AD,EC एवं B काम्प्लेक्स 7 दिन एक पानी में पिला दें। लगभग 24-25 दिन बाद जो हैच निकले वह बढ़ने लगे थे और कुछ दिनों में सब कुछ सामान्य हो गया।

लखनऊ से एक अच्छे एवं बडे फीड मिलर का फोन आया कि "आप तुरंत फ्लाई करके आ जायें। हमारी फीड पर कुछ जगहों से बहुत अधिक मोर्टिलिटी की रिपोर्ट आ रही है।" मैं गुडगाँव से लखनऊ दूसरे दिन पहुंच गया। पहले फार्म पर किसान 100 से अधिक ब्रायलर निकाल कर हताश बैठा था। अफसोस हुआ उस लड़के की हताशा को देख कर और उसकी उम्र देख कर। पोस्टमॉर्टम किया गम्बोरो कन्फर्म हुआ। दूसरे फार्म पर भी गम्बोरो कन्फर्म हुआ। मैंने फार्मर और साथ में एजेंट के स्टाफ से पूछा भइसमें फीड का कहाँ दोष है? पता चला कि एक दूसरी फीड कंपनी के एवं लखनऊ के 'मशहर' डॉक्टर साहब ने भहमें यही बताया। इसी बीच डिस्ट्रीब्यूटर का फोन आ गया कि "ऑफिस आ जाइये। यहाँ कई फार्मर मोर्टिलिटी ले कर आ गये हैं।" हम लोग वहां पहुंचे पोस्टमॉर्टम किया, सभी गम्बोरो के केस निकले। मैंने हाथ धोया और सवाल किया कि भइसमें गम्बोरो की वैक्सीन लगी है कि नहीं? जवाब मिला भलगी है। मैंने कहा भइस वैक्सीन का बैच नंबर दीजिये। वायल लेने के लिए अंदर गए, मैं भी साथ में था।

जैसे ही उन्होंने फ्रिज खोला, गरम हवा का "भमका" निकला। मैंने कहा भइस तापमान में वैक्सीन 'जिन्दा' कहाँ रहेगी? जवाब था ''यहाँ 10–15 घंटे तक बिजली गायब रहती हैं- क्या करें।" इसके लिए बहुत से तरीके भी हैं— श्जुगाड़श भी है। "30—35 प्लास्टिक की थैली में या कोक की खली बोतल में पानी भरकर रख दें। यह जम जाएगी और बिजली गायब होने पर यह तापमान को बनाये रखेगी और जितना पिघलेगी बिजली आने पर पुनः जम जाएगी। इस तरह आप लाइव वैक्सीन को लाइव रख सकेंगे।" डिस्ट्रीब्यूटर को मेरा वहां पहुंचना पसंद नहीं आया। उनकी फीड की सेल बहुत थी-कई ट्रक फीड फ्री लेने की उनकी योजना पर पानी फिर गया।

एक प्रीमिक्स बनाने वाली कंपनी का I.S.O. सर्टिफिकेशन होना था। उसकी जो एक्सपर्ट कमेटी थी उसका मैं भी एक मेंबर था। वहां समय से कुछ पहले पहुंच गया। दो मेंबर दिल्ली की सड़कों पर भीड़ की वजह से एक घंटे बाद आये। मुझे समय मिल गया। एक सीनियर स्टाफ से कहा मुझे जरा रॉ-मटेरियल का स्टोर दिखाएँ। वह ले गए - काफी बड़ा स्टोर बेसमेंट में था। सुबह का समय था – ठंडा था। छत के नीचे दो तरफ से शीशे की खिड़कियां लगी थी। साफ सुथरा अच्छा स्टोर था। चारों तरफ देख रहा था कि एक जगह नजर पड़ी - सूरज की किरणे सीधे एमिनोएसिड के स्टॉक पर पड़ रही थी। इसका मतलब सूरज अपनी दिशा बदलते-बदलते सभी प्रोडक्टस को अपनी आंच देगा। मैंने कहा "यह गलत है, अंदर या बाहर से मोटा पर्दा या काली फिल्म उनके यहाँ पहुंचने से पहले लगवा लें।" मिनिमम-मैक्सिमम थर्मामीटर लगा हुआ था परन्तु तापमान कहीं रिकॉर्ड नहीं हो रहा था। इस स्टोर में फीड एडेटिव्स में पडने वाले सभी प्रोडक्ट्स रखे थे।

# गंगा फीड का एक ही लक्ष्य-समृद्ध व सम्पन्न हो फार्मर हमारा ।





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**Our Feed Benefits:** 

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### **Corporate Office:**

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E-mail: gangagroupltd@gmail.com

### Manufacturing Plant:

Gang<mark>a Foods
Untla to Sutana Road,
Near D.A.V. School Thermal, Panipat
Mob.: +91 98138 79300</mark>

E-Mail: gangafoodsindia@gmail.com

इसी प्रकार "नवाब और कबाब" के शहर में एक बड़ी दुकान से एक पोल्ट्री फार्मर कुछ दवाएं लेने गया। लड़का जो स्टोर से दवा लेने गया नया था, मालिक ने फार्मर से कहा तुम भी साथ में चले जाओ। ऊपरी मंजिल पर स्टोर था। दोनों ही नए—नए थे। 15—20 मिनट बाद दवा ले कर लौटे। दोनों पसीने से तर थे। बड़ी—बड़ी शीशे की बंद खिड़िकयां थी। बरसात का मौसम था। आप अंदाजा लगा लें कितनी गर्मी अंदर रही होगी। इसका पोटेंसी पर कितना असर पड़ेगा? यही वजह है बहुत सी दवाएं लिखित डोज के हिसाब से देने पर काम नहीं करती — डॉक्टर दूसरी दवा लिख देता है, जब यह भी काम नहीं करती किसान हताश हो कर दूसरे डॉक्टर के पास चला जाता है। मैं जब लिखित डोज के हिसाब से फायदा नहीं हुआ तो दवा बदलने की बजाए डोज बढ़ा के दे देता हूँ। प्रायः काम कर जाती हैं। यह सब पोटेंसी 'लॉस' की वजह से हो रहा है। जब आपने सेंस्टेविटी टेस्ट के बाद दवा लिखी तो क्यों काम नहीं कर रही ? बात साफ है पोटेंसी में गिरावट।

एक बड़ी नामी गिरामी कंपनी फीड में मिलाने के लिए विटामिन AD,EC प्रीमिक्स और B काम्प्लेक्स प्रीमिक्स टिन के डब्बे में देती थी। ढक्कन खोलने के बाद एक और परत होती थी उसे सील्ड करने के लिए जिसे काट कर हटाना पड़ता था। एक दिन जब फीड मिल की विजिट थी तो सुपरवाइजर दो खुले डिब्बे लाया कि दोनों के रंग में अंतर क्यों है ? दोनों डिब्बे पास लाकर देखे तो अंतर था परन्तु यह अधिक महत्व की बात नहीं थी। कारण जिस बेस के साथ यह प्रीमिक्स बना है उसकी वजह से अंतर आ सकता है। इन दोनों डब्बों के बैच नंबर अलग–अलग थे, अतः बेस अलग हो सकता है। महत्व की बात थी कि इसमें 'घुन' घूम रहे थे। हमने पूछा यह क्या है? मालिक ने कहा यह हो सकता है क्योंकि उपयोग करते समय कुछ समय के लिए ढक्कन खुला रह गया होगा – फैक्ट्री में तो घूमते ही रहते हैं। मैंने सुपरवाइजर से कहा कि एक सील्ड पैक डब्बा ले आओ। काटा गया, उसमे भी घुन घूम रहे थे। मैंने कहा यह क्या है? मालिक भी चिकत हुआ उसने तुरंत कंपनी फोन लगाया। कंपनी भी सुनकर परेशान हुई। दूसरे दिन उनकी टीम आ गयी। गलती मानी-शर्मिंदा हुए। कारण जो बेस वह इस्तेमाल कर रहे थे वह D.O.R.B. जिसमे ऐसी सम्भावना बन सकती है उपयोग कर रहे थे। यह पुरानी बात है परन्तु मेरे दिमाग में आज भी प्रश्न है कि यह 'घुन' बिना हवा (ऑक्सीजन) के कितने दिन जिन्दा रह सकता है ?

यहाँ जो पाँच उदाहरण या एनकाउंटर दिए है उन पर ध्यान दें। मेरे पास और भी बहुत से उदाहरण हैं। परन्तु यह पांच उदाहरण ही काफी हैं, आपको जगाने और जेहाद करने के लिए। किसान भी पीछे नहीं। कई बार देखा शेड में दवा लगाने के बाद बोतल में बची दवा बाहर धूप में शेड के बाहर रखी है। पहले हमें समझना होगा इन सबको अर्थात सारे फीड एडिटिव्स को स्टॉक करने के लिए उचित या आवश्यक तापमान क्या होना चाहिए?

अधिकाँश कंपनियां गोल—मोल बात करती हैं। पैकंट पर लिखती हैं 'कूल प्लेस और सूरज की सीधी किरणें न पड़ें।' मात्र कूल प्लेस कहना या लिखना उचित नहीं है। स्टोर का तापमान 35° सेल्सियस है और बाहर का तापमान 42° सेल्सियस है। तुलना में कमरे का तापमान कम हुआ। क्या हम इसे कूल प्लेस मान लें? क्या यह तापमान इन प्रोडक्ट के लिए उचित होगा? सही तो यह होगा आप साफ—साफ लिखिए, जैसे इंटरफेस साफ—साफ लिखता है 30° सेल्सियस से अधिक पर ना रखें। या वैक्सीन बनाने वाली सभी कंपनियां लाइव वैक्सीन के लिए लिखती है 2°—8° सेल्सियस पर स्टोर करें। यह एक बहुत ही उचित कदम है। बड़ी विडंबना है कि आज इतने अधिक फीड एडेटिव्स पड़ रहे हैं जिसकी स्टोर करने का तापमान 20° सेल्सियस से लेकर 30° सेल्सियस तक है। इसी प्रकार दवाओं का भी है। यह सब देखते हुए हमें 25° सेल्सियस तो स्टॉक रूम का तापमान रखना ही पड़ेगा। अपने यहाँ कम से कम 6—7 महीने अच्छी गर्मी रहती है

और 5—6 महीने ठण्ड का मौसम रहता है। इस मौसम में काम चल सकता है परन्तु 6—7 महीने वह है जिसमें प्रोडक्ट की पोटेंसी घटती ही जाती है। वास्तव में सभी मैनुफैक्चर को चाहिए कि अपने सभी स्टॉकिस्ट को समझाएं कि प्रोडक्ट को सही तापमान पर स्टॉक करना क्यों आवश्यक है? उसे बाध्य करें। यही नहीं गर्मी के मार खाये बंद पैक या बोतल का टेस्ट करें कि कितनी पोटेंसी का लास हुआ है? इसी प्रकार वैक्सीन कंपनी अपने स्टॉकिस्ट का फ्रिज समय—समय पर चेक करती रहें। इसमें इन लोगों की अपनी ही भलाई है। उनके प्रोडक्ट की श्साखश एवं उनकी कंपनी की 'साख' बनी रहेगी। अगर ऐसा नहीं किया गया तो हम डोज बढाकर लगाएंगे—ट्रीटमेंट कॉस्ट दुगनी या तिगुनी हो जाएगी। किसान हताश हो कर दवाओं काए ब्रांड को या डॉक्टर को दोष देता रहेगा और ब्रांड बदलता रहेगा।

लेख लिख ही रहा था तो मैंने एक नजर आम जनता के लिए खुले सैकड़ों केमिस्ट शॉप पर दौड़ाई। यहाँ तो और बुरा हाल है जो भारत जैसे देश में नहीं होना चाहिए। क्योंकि आम जनता की सेहत से जुड़ा मामला है। मैं स्वयं भूक्तभोगी हूँ। कभी कभार पेट में कुछ गड़बड़ हुई तो 3-4 ऐम्पूल 'एंटी जर्मीना' ले लेता हूँ जो पहली खुराक से असर दिखाना शुरू कर देती है और दूसरे दिन के बाद जरूरत ही नहीं पड़ती। गुडगाँव में लेता था वहां फ्रिज से निकाल कर देते थे। तुरंत असर होता था। एक साल से अयोध्या (UP) में हूँ, शॉप पर गया एंटी जर्मीना माँगा। उसने अलमारी से एक डिब्बा उठाया और उसे फाड़ा 4 ऐम्पूल दे दिए। मैंने कहा "यह तो गर्म है, क्या असर करेगी?" हंसा और बोला "जब पिएंगे तब असर करेगी।" मैंने कहा "यह लाइव प्रोबाओटिक है, इसे फ्रिज में रखना चाहिए।" मैंने नहीं लिया और आगे की दुकान पर चला गया- यहाँ लाइन से केमिस्ट शॉप हैं। सब जगह यही हाल था। मजबूरन ले लिया– कोई फायदा नहीं हुआ। "दादी माँ" का नुस्खा उपयोग किया और ठीक हुआ। यह मात्र एंटी जर्मीना की बात नहीं है–वहां सभी दवाएं खुले वातावरण में रखी थी – तापमान पर कोई ध्यान नहीं।

यह बुरा हाल तब है जब यह सब हेल्थ मिनिस्ट्री के अंतर्गत आते हैं, जिनके अंतर्गत ड्रग इंस्पेक्टर हजारों की संख्यां में तैनात हैं। जिनका काम इन सबको नियंत्रण में रखना है। शायद महीने में एक बार हर शॉप पर जरूर जाते होंगे, अपने भत्ते का लिफाफा लेने।

इसिलए अपनी पोल्ट्री या लाइवस्टॉक के लिए एवं 145 करोड़ जनता के लिए हम सबको जेहाद या आंदोलन करना होगा, जो देश हित में होगा। बिना जिहादी कदम उठाये यह सदियों से चली आ रही दवाओं की रख—रखाव परम्परा समाप्त नहीं होगी, जिसके लिए एक पूरा विशाल मंत्रालय सर्व संपन्न सुविधा के साथ मौजूद है।

अति आवश्यक है स्टोर का टेम्प्रेचर कभी 25° से अधिक नहीं होना चाहिए। 2°-3° कम रख सकें तो बेहतर होगा। कौन—सा फीड मिलर, मेडिकल स्टोर या केमिस्ट शॉप इस पर ध्यान दे रहा है या हमारे किसान भाई इस पर ध्यान दे रहे हैं। जैसे—जैसे तापमान बढ़ता है पोटेंसी घटती या कम हो जाती है। इस पर हम सबको एक श्जेहादीश कदम तो उठाना ही पड़ेगा। "ग्लोबल वार्मिंग" का दौर है। आगे गर्मी बढ़ती ही रहेगी। अब ना जागे तो कब जागेंगे?



Mr. Shabbir Ahmad Khan

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# Stallen

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Facilities and Equipment: The formulation unit is equipped

with state-of-the-art facilities and machinery required for

### Focus on Quality and Regulatory Compliance

All of Stallen's plants are certified and regularly audited by ISO, GMP, and FDA, along with approvals from international regulatory bodies, attestesting to their adherence to rigorous standards in manufacturing and product safety.

### 1) Feed Additives and Premix Factories in Maharashtra

Stallen South Asia Pvt. Ltd., based in Nandore, Maharashtra, India, specializes in manufacturing a wide range of feed additives and supplements. Their product portfolio includes antibacterial solutions, treatments targeting mycoplasmal infections, deworming agents, performance enhancers, anthelmintics, mineral supplements, toxin-binding formulations, antidiarrheals, growth promoters, anticoccidials, water sanitation products, fly control solutions, and disinfectants. These products are meticulously crafted and made available in various convenient forms such as tablets, boluses, powders, oral liquid solutions.

- I. Manufacturing Process: The factory has specialized equipment and facilities for the manufacturing process. This includes mixing and blending equipment for creating formulations, granulation machinery for solid products, liquid mixing and filling lines for liquids, and packaging lines for various forms of products.
- II. Quality Assurance: Quality control measures are integral to the manufacturing process. Raw materials are tested for purity and quality before use. During production, inprocess checks are conducted to ensure consistency and adherence to specifications. Finished products undergo rigorous quality testing for efficacy, safety, and compliance with regulatory standards.
- III. Regulatory Compliance: The factory operates in compliance with regulatory requirements set by local and international regulatory bodies, with approvals from China, Iran, Australia and more. This includes adherence to Good Manufacturing Practices (GMP) and documentation of processes to ensure product quality and safety.

- the formulation and production of pharmaceutical products. This includes equipment for mixing, blending, granulation, drying, and packaging. The capacities are built for effervescent tablets, liquid form (oral and topical), oral powder, bolus and ointment.
- II. Quality Control: Throughout the formulation process, rigorous quality control measures are implemented to ensure that the final product meets regulatory standards and specifications. This includes testing the raw materials, in-process samples, and the finished product for purity, potency, stability, and safety.
- III. Regulatory Compliance: The formulation unit operates in compliance with regulatory requirements set by authorities such as the Food and Drug Administration (FDA) in India. This includes adherence to Good Manufacturing Practices (GMP), documentation of processes, and regular inspections to ensure quality and safety standards are maintained.

### 3) "Stallen Unveils Cutting-Edge API Facility for Halquinol Production!"

To maintain its commitment to quality, affordability, and timely delivery, Stallen has commenced the production of Halquinol, a non-antibiotic growth promoter classified under hydroxyquinolines. This compound comprises 5-chloro-8-hydroxyquinoline, 5,7-Dichloro-8-hydroxyquinoline, and 7-Chloro-8-hydroxyquinoline, with the product Halquinol 98% manufactured in accordance with BP 80 (British Pharmacopeia 1980) specifications. Stallen offers Halquinol 98% as a chemical API for use in veterinary formulations and feed additives, alongside the commonly available 60% and 12% variants. With its adherence to BP specifications and increased monthly production capacity, Stallen is well-equipped to cater to global demand, holding valid registrations for Halquinol in over 15 countries.

Stallen's strategic vision includes gradually introducing a range of APIs from its Vatva facility, aiming to reduce reliance on imported products from China in the animal health sector. The Vatva plant marks the fifth addition to Stallen's manufacturing infrastructure, complementing its existing feed additive and veterinary formulation facilities in Palghar, Maharashtra, as well as a feed premix and additive manufacturing unit in Canada. This strategic expansion underscores Stallen's commitment to self-sufficiency and quality assurance in delivering essential solutions for animal health and

essential solutions for animal health and nutrition.

 Formulation Unit in Palghar, Maharashtra, India.

It is a crucial facility for manufacturing pharmaceutical products that range between regular therapeutic drugs as well as betalactam formulations.

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### CP BIO Participation in VIV Asia 2025,

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Opening Day Ceremony Attended by CP Group Chairman

VIV Asia 2025 opened in Bangkok, Thailand, the world's largest and most comprehensive international trade exhibition and conference for the livestock and aquaculture industries, VIV Asia 2025 brought together industry leaders and innovators from across the globe.



CP BIO is a global biotechnology company established based on the foundation of CP Group's extensive experience in the global agriculture, livestock, and food industry chain.

On March 12, 2025, Mr. Soopakij Chearavanont, Chairman of Charon Pokphand Group, along with Mr. Adirek Sripratak, Senior Vice Chairman of Charon Pokphand Group, and the global leadership team of Charon Pokphand Group's livestock and aquaculture division, attended VIV Asia 2025, held at the IMPACT Exhibition and Convention Center in Bangkok.

During the event, Mr. Chearavanont visited the CP BIO booth, where he participated in a ribbon-cutting ceremony. He was warmly welcomed by Mr. Na Muangtoun Chawalit, Senior Vice Chairman of Charon Pokphand Group's bioengineering segment, who provided a detailed overview of the production of animal health products and their market performance both domestically and internationally.

2025 underscored the company's strong internal collaboration, further strengthened its excellent partnerships, and laid the foundation for sustainable business opportunities in the future.

At the exhibition, Dr. Natthanan, a senior veterinary science expert and doctoral researcher from Kagoshima University, Japan, delivered a comprehensive presentation on the application of Amino TRP3000 in animal nutrition and it's cutting-edge R&D advancements. Meanwhile, Dr. Metta from Chulalongkorn University Thailand, sparked lively industry discussions by analysing BioSecur and SynRelax products through experimental data and real-world case studies.

On the first night of the exhibition, CP BIO hosted an "Innovation and Sustainable Development' themed dinner, where

global partners gained deeper insights into products through interactive activities and received exclusive gifts.

CPBIO's participation in the VIV
Asia 2025 exhibition was a complete success. CP BIO team look forward to meeting again at the next exhibition to discuss the future development of the livestock industry and create a brilliant future together. CP BIO will continue to promote innovative technologies to help the global animal husbandry industry green transformation.







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### Carus Laboratories Inaugurates State-of-the-Art New QC Lab



Carus Laboratories proudly announced the inauguration of its newly established **Quality Control (QC) Laboratory** at its manufacturing facility, a significant step towards strengthening its commitment to quality, innovation, and compliance.

The inauguration ceremony was graced by **Dr. Arun Pilani (MD)**, **Mr. Jitender Pilani (Director)**, and **Mr. Anup Anand (Plant Head)**. Together, they unveiled a cutting-edge facility equipped with **advanced analytical instruments and technologies** designed to ensure that all veterinary healthcare products adhere to standard quidelines.

"This new lab reflects our unwavering focus on scientific precision and our dedication to delivering consistently safe and effective products to the market," said Dr. Arun Pilani, MD during the event.

The lab is designed to facilitate a broad spectrum of **quality testing procedures**, from raw materials to finished products. With features like high-performance liquid chromatography (HPLC), UV spectrophotometry, viscosity testing systems, Reflective meter, and polarimeter, the facility is equipped to meet both **national and international regulatory requirements**.

**Mr. Ankit**, the Head of QC, added, "Our team has worked diligently to create an environment that supports innovation and data integrity. With the installation of top-tier instruments and a focus on continual improvement, this lab marks a new era for Carus in quality assurance."

The inauguration concluded with a walkthrough of the lab, showcasing its world-class infrastructure and scientific rigor.

This initiative underlines Carus Laboratories' vision to lead the animal healthcare industry with trusted, validated, and quality-driven solutions.















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### **Carus Laboratories Private Limited**







### **DSAND Animal Nutrition Showcases Innovation and Sustainability** at VIV Asia 2025



SAND Animal Nutrition Private Limited proudly participated in VIV Asia 2025, held from March 12–14 at the IMPACT Exhibition Center in Bangkok. As one of Asia's premier feed-to-food trade shows, VIV Asia 2025 brought together over 51,000 professionals from 129 countries, featuring more than 1,500 exhibitors across 63 nations.

DSAND

Building on the momentum from its successful launch of 'Product Line 2.0' at the Poultry India Expo 2024, DSAND leveraged VIV Asia to present its latest advancements in animal nutrition. The company highlighted its commitment to sustainable and high-performance feed solutions, aligning with the event's focus on regenerative agriculture and animal disease management.

Dr. Ashwani Jadaun, Business Head of DSAND Animal Nutrition, stated, "VIV Asia 2025 provided an excellent platform to engage with global industry leaders and showcase our innovative approaches to animal nutrition. Our participation underscores DSAND's dedication to advancing sustainable practices in the livestock sector."



Visitors to DSAND's booth experienced interactive demonstrations of the company's latest products and services, designed to enhance livestock health and farm efficiency. The event also facilitated valuable networking opportunities, allowing DSAND to strengthen its international partnerships and explore new markets.

For more information about DSAND Animal Nutrition and its offerings, please visit: www.dsandindia.com

























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### **Innovation and Technology with Acids**

ADDEASY organised a grand seminar with impressive participation during the VIV Asia, 2025, at Bangkok on the 13th March at TK Palace Hotel and convention.

Professor Dr. Chaiyapoom Bunchasak (PhD) from Department of animal science, faculty of agriculture, KASETSART university, Bangkok. Professor Chaiyapoom has held elite positions as assistant, Dean and director of research and development, Agriculture for foreign affairs.

Professor gave invaluable insights about innovation – the knowledge based on his extensive research.

Dr MICHEL a very senior nutritionist with more than four decades of invaluable knowledge, flooded the information on ACIDS starting from basics that a man could understand up till high standards of technical knowledge and information. Dr SUMETH Sombuntham the regional manager of ad easy with more than 11 years of extensive experience, shared very useful information with the audience.

Dr Sana ULLAH share easy to understand practical knowledge and usage about the Acids.

The select audience, comprised of senior technical persons, farmers and decision makers from the industry. There was high-level quality interaction and discussion during and after the show which concluded with the cocktail dinner.

Mr Selvan Kannan had a unique role of not only being a excellent moderator, but also an interesting Speaker promoting the concept of self reliant India (AtmaNirbhar Bharat) giving excellent insights about the dominant position of India in the livestock sector globally. India not only is an attractive. Destination for investors in innovation and technology, but also has an enviable position with huge potential for exports of Feed additives and specialities.

ADDEASY, is a fast rising global supplier of single Acids and blends to the feed and animal health industry. ADDEASY is looking for potential customers and distributors in the Indian market.























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Ricky Thaper (www.rickythaper.com)



As one of the fourteen members of Regional Advisory Council (RAC) of Soy Excellence Center-India, I attended SEC India Annual Regional Global Governance meeting in Bangalore on April 02, 2025. Besides fourteen RAC members, the meeting was attended by USSEC Leadership and US Stakeholders who obtained great inputs on the Indian Protein Value Chain/Industry and the need for workshop/skill development. It was great to interact with Mr. Kevin Roepke, Regional Director, for South Asia and Sub-Saharan Africa, USSEC and with Global Advisory Panel of SEC; Mr. Mark Reed, the new Chairman of SECs (Illinois Soybean Association), Ms. Annie Meis, Vice-Chair of SECs (Nebraska Soybean Board), Mr. David Williams (Michigan Soybean Committee) and Kellie Gypin, Focus Areas Advisor of SECs



With global protein demand projected to grow by 15% by 2031 as the world population reaches close to 10 billion, the food and agriculture sectors face a huge challenge for providing nutritious food to large sections of the population. Referred as the 'King of beans,' soybeans account for a large portion of direct and indirect protein consumed around the world. About 76% of soy production is used as low-cost, quality protein for animal feed for meat and dairy production, 20% is consumed as edible oils and human food products - tofu, soy milk, and tempeh, and 4% is used for industrial purposes, primarily in the form of biodiesel. U.S. Soybean Export Council (USSEC) ensures market access for the use of U.S. soy for human consumption, aquaculture, and livestock feed in more than 90 countries. Its members represent the soy supply chain including farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. The council is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service matching funds and the industry.



Soy Excellence Center (SEC) since it's launching in 2019, the focus of the USSEC has been to expand and include several regionals across globe and set up SECs that meet local workforce skilling needs. The aim of these centres is to build capacity and market potential of food and agriculture businesses. The focus is to ensure a future in which soy is known across the globe as a key change agent. USSEC operates SECs in five regional hubs-the Americas, Asia, India, Middle East and North Africa & Sub-Saharan Africa. SECs offers basic certificate courses in poultry, feed milling, aquaculture, and soy food and beverage to enhance industry expertise and sustainability. These courses equip professionals with essential knowledge on feed formulations, global milling practices, aquaculture advancements and soy-based food innovations. Through expert-led training and interactive learning, the centre boosts technical skill enhancements that drive productivity and food security. By fostering a skilled workforce and promoting best practices, the centre strengthens the global soy value chain, reinforcing USSEC's commitment. These centres globally aimed at improving health and nutrition of communities in emerging markets like India. This is achieved by strengthening the capacity and market potential of businesses within the food supply chains through training of the workforce.

US Soy is America's No. 1 agricultural export, which contributed \$31.2 billion to the U.S. economy during the last marketing year. USSEC board leaders are key to guiding growth and important contributors to U.S. Soy's mission of differentiating and elevating a preference for U.S. Soy and attaining market access. SECs are located in key emerging soy export markets around the world and are an 'in-thetrenches' deployment of soy demand capacity building, where we focus on community-based education through peer-to-peer workforce training for early to mid-stage soy professionals. From 2019 to 2024, USSEC's SEC programs have engaged 31,400 participants, reached more than 40 different countries, held 137 structured training events reaching 17,652 participants in the 2023-24 market year alone. Grown our mobile-optimized online educational program, launched in 2022 and taught in three different languages - English, Spanish and Arabic - to a user base of more than 3,300 annual participants. By highlighting the essential role soy plays in animal and aquaculture diets, and for human food consumption, USSEC's SEC program is growing the global demand for U.S. Soy today and collaborating to build new markets for future demand.



# OTHER PRODUCTS

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- Sodium Bi Carbonate
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- Toxin Binder
- Glutamine
- Leucine
- Arginine
- Premix (Broiler)
- Premix (Layer)
- DL-Methionine
- L-Valine
- L-Glycine
- L-Lysine Hcl
- L-Tryptophan

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- Vitamin A
- Vitamin C
- Vitamin D
- Vitamin E
- Vitamin D2
- Vitamin D3
- Vitamin AD2
- Vitamin AD3

# **ANIMAL FEED SUPPLEMENT**

AMINO ACID | FEED SUPPLEMENTS | POULTRY VITAMINS | POULTRY ANTIBIOTICS | MEALS







In February, 2024, USSEC had announced the launch of the SEC-India, targeted at early-to mid-career professionals to support its livestock and food sectors. The SEC India is in response to the growing needs which also aligns with the 'Skills India' initiative of the government which focuses on enhancing the skill-set of the youth to prepare them for the rising future opportunities. SEC India is addressing the nation's increasing protein needs through capacity-

building and workforce training programs. SEC India's world-class curriculum fosters education advancement for employees and employers in agribusiness, thereby elevating expertise and competencies. Last year, SEC India and Karnataka Poultry Farmers and Breeders Association signed a memorandum of understanding to accelerate work-force training and capacity building of India's rising poultry sector. SEC offers free online programs in poultry, feed milling, aquaculture and soy food and beverage processing. It addresses and bridges the education gap with the skills needed to feed India's growing population. It improves health and nutrition across communities by strengthening the capacity and market potential of businesses within food and agriculture. The program also builds a global community of protein professionals who can network amongst themselves for enriching their skills sets.



The opening of SEC India had come at a time when the livestock-dairy, poultry and fisheries sector in India has emerged as a significant engine of growth in agriculture, playing a vital role in the overall agricultural landscape. According to the economic survey of India (2024-25), the livestock has witnessed a compound annual growth rate (CAGR) of 12.99%. Termed as one of the key 'sunrise sectors' of the Indian economy, the fisheries sector also continues to make its mark and grow at a very healthy pace registering the highest average annual growth of 9.08% in value of output during amongst allied sectors under agriculture, according to a Niti Aayog report, 2024. Need for enhancing the skill needs of professionals associated with the livestock sector has become quite critical for the growth of the sector.

Home to the world's largest population, India's poultry sector recognizes the importance of keeping pace with the rising demand for animal protein and eggs. In 2023-24, India's egg production, second largest in the world, was estimated at 142.77 billion. The poultry meat production was estimated at 5.09 million tonne (MT). The SEC India is currently offering training programmes which offer online and offline workshops, which covers sectors including poultry, feed milling, aquaculture and soy food and beverage processing. The training program provides participants access to modular, ondemand training resources, live seminars and workshops. It provides access to experts of the industry from the USSEC's huge global network.



Mr. Kevin Roepke, Regional Director, for South Asia and Sub-Saharan Africa, USSEC, emphasized the importance of investing in people, stating, human capital development is a critical driver of organization growth. Companies that prioritize their workforce achieve higher performance and strong retention. Mr. Roepke said that with India's vibrant young force, the SEC paves the way for growth and Innovation. According to Mr. Roepke, the establishment of Soy Excellence Center India exemplifies the US Soybean Export Council's steadfast dedication to advancing Indian agriculture. Since initiating our partnership with India's ag sector in 1996, US Soy has diligently collaborated with expertise across the poultry, aquaculture, soybean processing, and soy foods sectors. These industries now constitute the robust, multifaceted, and proactive Regional Advisory Council, which serves as the driving force behind the SEC's progress. The recent incorporation of a dairy curriculum underscores our acute responsiveness to the evolving demands of the industry. In the mere twelve months since its inception, the SEC India has successfully equipped over 500 entry level to mid-career professionals with critical skills.





# SWISS POULTRY VITAMINS

**SWISS VITAMIN - A** 

**SWISS VITAMIN - E** 

**SWISS VITAMIN - C** 

**SWISS VITAMIN - K** 

**SWISS VITAMIN - D2** 

**SWISS VITAMIN - B2** 

**SWISS VITAMIN - B9** 

**SWISS VITAMIN - D3** 

**SWISS VITAMIN - B5** 

**SWISS VITAMIN - B1** 

### SWISS ANTIBIOTICS

- Amoxicillin
- Ciprofloxacin
- Doxycycline
- Albendazole
- Fenbendazole
- Lincomycin Hcl
- Azithromycin
- Tiamulin 10/45/80
- Oxytetracycline
- Enrofloxacin
- Tetracycline Hcl
- Levofloxacin



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We look forward to sustained collaboration with industry stakeholders to address talent development, thereby contributing to the overarching imperative of enhancing nutrition security through heightened protein consumption.



Dr. Vijay Anand, Center Lead- India Soy Excellence Center said that SEC India program demonstrates USSEC commitment to its mission of feeding the minds of those who will feed the world, the next generation of agri-professionals. According to Vijay E. Pilli, SEC India is more than a training program, it's a transformative platform. It's digital continuing education community fosters life-long learning, enabling participants to engage with content, peers and experts worldwide, creating a truly global exchange of knowledge.

On April 03, 2025, all the fourteen members of Regional Advisory Council (RAC) of Soy Excellence Center-India, along with USSEC Leadership and US Stakeholders attended the inauguration of the final session (Part 3) of the Feed Formulation Lab in which around 50 participants, who had earlier completed online session of Part-1 and Part-2, were attending lectures of experts - Mr. Kemal Burak Kayhan, Director, Feedback Yazilim, Türkiye, SIRRI Kayhan, USSEC, Türkiye, Dr. NC Manju, Consultant, Poultry Nutrition and Dr. Sushil Silva, Regional Head of Animal Nutrition, USSEC, SAASSA Region. The participants were given training on BestMix software.



One of the participants of these online courses noted 'SEC's curriculum provided him with a unique opportunity to learn about the poultry industry and the role of nutrition from a global lens,". Another participant said the learning at the feed milling course was informative as instructors were highly knowledgeable and extensively covered the course topics.

Those professionals who are interested in attending these courses at SEC can access information at - https://soyexcellence.org and can contact for SEC-India programs: Vijay Anand E. Pilli (vanand@ussec.org); Jaison John (jjohn@ct.ussec.org); Ms. Archana Udayagiri (audayagiri@ct.ussec.org); Ms. Megha Shankar (mshankar@ct.ussec.org); Franklin Manuel (fmanuel@ct.ussec.org)





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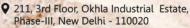












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# **LUMIS ENZYMES** at VIV ASIA, BANGKOK









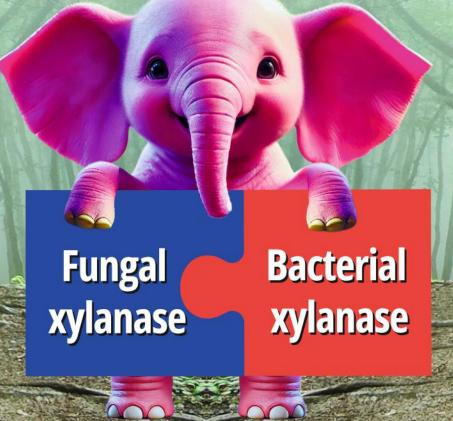






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- Helps to reduce the feed cost substantially

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### In our journey we visited many faces with our poultry industry legends, and one among them is

### DR S CHANDRA

### CEO CHANDRA ASSOCIATES





### Q1: Are you originally from Pune?

Ans: No, I am from Fatehpur, Uttar Pradesh, but have been in Maharashtra since July 1975.

### Q2: What is the best thing you like about your journey?

Ans: Being honest, faithful, and working hard with loyalty.

### Q3: What is the right motivation you would like to highlight in your journey from the start till now?

Ans: To give the best out of your learning experience for optimum performance to your client(s).

### Q4: Why did you choose the poultry/livestock profession?

Ans: I had no other option left. By God's grace, I had good guides and advisors like Dr. Netke and Mr. V.N. Dubey, who helped me get into the poultry profession.

### Q5: As compared to other big industry players in the country, how is your organization (Chandra Associate)?

Ans: Chandra Associate is the only consultancy company specializing in feed mills and feed mill management. It was started in 2006 after serving the feed industry for 31 years (1975-2006), having worked with VH Group, Tata Feeds, Laxmi Feeds, Anichem, Venkys, IB Group, and Rainbow Feeds.

As a consultant, I have been fortunate to work for feed companies in India, South Africa, Zimbabwe, Nigeria, and also for pharma companies like Exotic Biosolutions and Vinayak Ingredients from 2006 to 2022.

### Q6: Family

Ans: Wife: Late Mrs. Chandrarani, Son: Anurag; Daughter-in-law: Anubhuti; Grandson: Ayyan (based in Pune), Daughter: Payal; Son-inlaw: Ravi; Grandson: Aarush (based in Hyderabad)

### Q7: What is your road map?

Ans: No road map — retired, relaxing with old group friends.

### Q8: Message to the next generation entering this industry

Ans: Be technically sound, solve all problems practically, and work hard with dedication and discipline.

### Q9: Favourite eatery

Ans: Veg: Pure Desi, Non-Veg: Fish, lamb, and Chinese cuisine

#### Q10: Hobbies

Ans: Making friends and being loyal to them, being a good host, helping them in thick and thin, loving cooking, and of course, travelling.

### Q11: Any remarks?

Ans: Good gesture and good luck to Sikka Vet Foundation.

















Dr. Ramesh Sikka Founder Member Anand Sikka Veterinarians Foundation (India) +91 98909-63144 sikkaramesh44@gmail.com



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# Easy Poultry Innovation LLP Partners with NovoGEN to Introduce NOVOGEN ULTRA LIGHT Layer Birds in India

At AGHI GROUP, our commitment to enhancing the profitability of poultry farmers drives us to continuously innovate and bring the best solutions to the industry. Taking a significant step forward, Easy Poultry Innovation LLP has partnered with NovoGEN, a leading poultry breeding company from France, to introduce the **NOVOGEN ULTRA LIGHT** layer birds to the Indian market.

With over three decades of expertise in developing world-class layer breeders, NovoGEN is a globally recognized name in poultry genetics. On March 12, 2025, an exclusive agreement was signed between Easy Poultry Innovation LLP and NovoGEN in Bangkok, Thailand, granting Easy Poultry Innovation LLP the exclusive rights to distribute NOVOGEN ULTRA LIGHT layer birds across India.

The NOVOGEN ULTRA LIGHT layer bird is distinguished by its calm temperament, robust health, and superior productivity. It offers:-

- Minimal pullet egg production
- Lower feed intake for cost-effective farming
- Strong immunity against prevalent poultry diseases
- · Adaptability to temperature variations, ensuring consistent performance in diverse climatic conditions

To support poultry farmers in achieving optimal productivity and profitability, Easy Poultry Innovation LLP has assembled a highly experienced technical team dedicated to providing expert guidance. Additionally, NovoGEN will deploy its technical specialists to assist layer poultry farms across India, ensuring seamless integration and best management practices.

This collaboration marks a new era of growth and efficiency for India's layer farming sector. We look forward to empowering poultry farmers with high-performance layer birds and unparalleled technical support.





Together, we strive for excellence and prosperity in poultry farming!









### POULTRY IS POWERFUL

# IN SUMMER

# Promida FS/WS

Saccharomyces Boulardii + ZnO the Best Probiotic of All Monogastric Animals to control loose dropping in Birds including peak laying.

Will effectively control loose dropping in Peak laying hens also in combination of Orezin+ if given as follows

Breeder: 1 kg Promida FS

1 kg Orezin+ for 10-15 days

in Breeding Hens

Layers: 750 gram Promida FS and

500 gm Orezin+ for 10-15 days.

### Promida WS

A powerful probiotic with phytochemical for early chicks in Broiler Birds.

### Promida FS

Regular Dose: Layer 250 gm/ton

Broiler: 350 gm/ton Breeder: 500 gm/Ton

# IN SUMMER



A UNIQUE SYNTHETIC MOST POWERFUL LIVER TONIC & TOXIN BINDER

### DOSAGE:

### In Feed HEPPROTEC-NB Powder

Breeders, Broilers and layers 1KG per ton of feed In laying Hens after 30 week 500 gm per ton of feed

Through drinking water HEPPROTEC-NB Liquid

10-20 ml per 100 Birds for 5 to 7 days as treatment 10-20 ml per 100 Birds twice a week in Broiler for body weight gain

### Presentation:

Liquid

5 Lit. x 2 in a CB

Powder

25 Kg Paper bag.

Storage



Metabolism and Sysnthesis

Detoxification

# LIQUITOX-NB



I B H



A UNIQUE COMBINATION OF COPPER SULPHATE, CC, PHYTOCHEMICALS AND ACIDS TO CHECK IBH, TOXICITY, KIDNEY PROBLEMS AND GOUT.

### INCLUSION RATE:

Dose in water:

Prevention Broiler (5 to 7 days)
Prestarter: 15 to 20 ml/100 Birds
Starter: 15 to 20 ml/100 Birds
Finisher: 15 to 20 ml/100 Birds
Toxicity Control Treatment:
Double the Dose

Dodoic the Dose

IBH 15-20 ML / 100 BIRDS IN BROILER

BREEDER 20-25 ML/100 BIRDS

### In Layer (5 to 7 days)

Layer Chicks: 15 to 20 ml/100 Birds Grower: 15 to 20 ml/100 Birds Layer: 15 to 20/100 Birds Toxicity Control Treatment: Double the Dose

In Breeder (5 to 7 days)

Chicks: 20 to 25 ml/100 Birds Grower: 20 to 25 ml/100 Birds Prelay: 20 to 25 ml/100 Birds Layer: 20 to 25 ml/100 Birds Toxicity Control Treatment: Double the Dose

Presentation: 1 Ltr.

# Orezin+



# FOR GUT HEALTH, WING ROT & LOOSE DROPPING CONTROL

A unique combination of essential oils, carvacrol & thymol, ZnO to prevent ENTERITIS & also works in control of wing Rot/G.D. and treatment of G.D. also along with supportive therapy.

In Breeders to control loose dropping in peak laying Promida FS 1 KG along with Orezin+ 500 GM/ Ton of feed for 10 to 15 days.

Regular Dose of Promida FS 250 gram along with Orezin+200 gm/ TON of feed in commercial Broilers to control enteritis and loose dropping in pre starter Starter and finisher.

NO NEED TO USE ADDITIONAL PROBIOTICS

PRESENTATION: 5 KG. & 25 KG.

### IPEMA / Poultry India Shines at India's Largest Poultry Conclave Organized by IB Group in Raipur



The Indian poultry industry received a powerful boost as the Indian Poultry Equipment Manufacturers' Association (IPEMA) made a landmark presence at India's Largest Poultry Conclave, organized by IB Group on April 8–9, 2025, at Hotel Omaya Garden, Raipur.



This two-day mega event drew **over 6,000 stakeholders** from across India — with **3,000 poultry traders** on Day One and **3,000 poultry farmers** on Day Two — creating a robust platform for knowledge exchange, innovation, and empowerment ahead of the highly anticipated **17th Poultry India Expo 2025**, scheduled for **November 26–28, 2025**, in Hyderabad.

### A Conclave of Vision, Innovation & Collaboration

The conclave served as a convergence point for the poultry ecosystem — encompassing trade, technology, farming, and community building. With the theme of "Protein, Purpose, and Progress," IPEMA reaffirmed its mission to build a self-reliant poultry economy rooted in innovation and inclusivity.



Mr. Uday Singh Bayas, President of IPEMA, honored Shri Bahadur Ali, Founder & Managing Director of IB Group, for his transformative leadership and unwavering vision for India's poultry sector. He acknowledged Shri Bahadur Ali as the guiding force behind the consistent success of the Poultry India Expo since its inception. "This conclave is more than a gathering — it's a movement," said Mr. Uday Singh Bayas, as he extended an enthusiastic invitation to all stakeholders to join the 17th Poultry India Expo, calling it "a celebration of progress, technology, and national nutrition." He also reiterated the importance of the 'One Nation One Expo' vision — that is, Poultry India Expo — as a one-stop solution for the benefit of all stakeholders in the poultry sector.

IPEMA also honored:

- Shri Sultan Ali, Chairman, IB Group
- Ms. Zoya Afreen Alam, Director, IB Group
- Mr. Zeeshan Ali, Director, ABIS Exports



### Day One: Traders Empowered for Modern Poultry Commerce

The opening day welcomed 3,000 poultry traders for training on modern business techniques, scaling strategies, and tech adoption. A key highlight was the felicitation of Shri Bahadur Ali, Founder & Director of IB Group, by IPEMA President Mr. Uday Singh Bayas, acknowledging his dedication to the Poultry India movement.

Mr. Uday Singh Bayas also extended an official invitation to the poultry fraternity for Poultry India Expo 2025—a platform celebrating innovation, technology, and growth. IB Group leaders Ms. Zoya Afreen Alam, Mr. Zeeshan Ali, and Shri Sultan Ali were also honored at the event.

The day saw vibrant participation—pamphlet distribution by IPEMA staff, media coverage, and enthusiastic support from national delegates. In his keynote, Shri Bahadur Ali aligned IB Group's mission with PM Modi's *Viksit Bharat*, focusing on national protein sufficiency. Ms. Zoya Afreen Alam emphasized adopting global practices and technology to uplift the Indian poultry sector.



### Day Two: Farmers United for a Developed Poultry Nation

Day two brought together 3,000 poultry farmers from across India, focusing on sustainable practices and improved nutrition. Expert sessions by Dr. R.K. Jaiswal and Dr. Mubarak Hussain covered farm management, vaccinations, and profitability.



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**Yellow Pigment: Apoester 10%** 

For the most **active** pigmentation





Ms. Zoya Afreen Alam reinforced the group's rural development mission through sustainable farms, hatcheries, and feed infrastructure—underscoring a future-forward vision for India's poultry industry.







Mr. Uday Singh Bayas reflected on IPEMA's growth and highlighted the upcoming 17th Poultry India Expo, again honoring Shri Bahadur Ali for his leadership. The day also launched key support schemes for farmers and women, promoted climate-smart poultry, and showcased industry-driven rural development.



#### Save the Dates:

17th Poultry India Expo 2025 – Hyderabad, Telangana, India

Knowledge Day: November 25, 2025 Expo Dates: November 26-28, 2025

Location: HITEX Exhibition Center, Hyderabad

Join IPEMA and thousands of poultry stakeholders at South Asia's Biggest Poultry Expo — where India's protein future is imagined, built, and celebrated.

Be Part of the Movement that Feeds the Nation — with Protein, Purpose, and Pride.

### Mr. Uday Singh Bayas

President, IPEMA / Poultry India www.poultry.co.in

### For further contact:

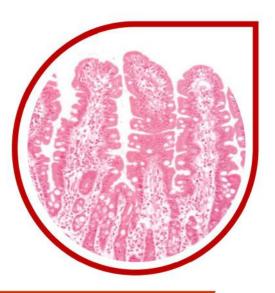
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# Role of dietary trace mineral and Coenzyme Q10 (Antistress factor) in heat-stressed poultry



Heat stress is a significant challenge in the poultry industry, particularly in warm, tropical, and sub-tropical regions. It reduces the performance of birds and directly impacts their economic returns. Birds are heat stressed when their net heat loss is less than their net heat production, making it challenging to balance these two factors<sup>1</sup>. Heat stress affects birds of all types and age groups that leading to physiological consequences such as increased body core temperature, reduced voluntary feed intake, depressed immunity, altered electrolyte balance, impaired endocrine and reproductive functions, decreased energy availability, altered digestibility and metabolism of nutrients, disruption in intestinal epithelium structure and function, altered normal and protective microbiota, and increased circulatory cortisol and corticosterone levels<sup>2</sup>. To reduce heat stress production, birds resort to strategies like feed intake which results in reduced growth rate, poor meat quality, decreased egg production, and reduced feed utilization efficiency<sup>3</sup>. Nutritional management is a widely followed method to mitigate the negative impact of heat stress and reduce production losses. Meeting mineral requirements during heat stress is crucial for poultry efficiency, with trace minerals and coenzymes playing a critical role in reducing the negative effects of heat stress.

Dr. Md. Emdadul Haque, Dr. Venket M Shelke & Dr. Partha Das, Dr. Prateek Shukla Kemin Industries South Asia Pvt. Ltd.

Zinc supplementation significantly enhances growth and FCR (Feed Conversion Ratio) in heat-stressed poultry<sup>4</sup>. It increases weight gain, and feed efficiency in broilers<sup>4</sup> and improves feed conversion, and egg production in layers raised under high temperatures<sup>5</sup>.

Zinc, a key component of the carbonic anhydrase enzyme, improves eggshell weight and reduces shell defects<sup>6</sup>. It is crucial for maintaining an efficient immune system during heat stress, as it increases antibody titer Immunoglobulin G & Immunoglobulin M (IgG&IgM) and cell-mediated immunity<sup>7</sup>.

Zinc aids in quenching free radicals by participating in antioxidant enzyme systems like superoxide dismutase (SOD) and metallothionein. It also releases enzymes like catalase (CAT), glutathione peroxidase (GPx), vitamin A, and vitamin C, which raises their levels in the serum and makes it easier for the body to deal with heat stress.8

### Copper (Cu)

Copper (Cu) is a crucial trace mineral in birds, essential for antioxidant activity and immunity<sup>9</sup>. Birds require 5-8 ppm of copper in their diet<sup>10</sup>. Heat stress can decrease copper intake due to reduced feed intake and increased excretion, leading to marginal copper deficiency. This impairs the immune system, reducing T lymphocyte synthesis, antibody production, and phagocytic index<sup>11</sup>. Cu supplementation during heat stress can help birds cope with the stress efficiently and maintain the eggshell and shell membrane quality in layer<sup>12</sup>.

### Selenium (Se)

Selenium has a vital function in poultry's antioxidant defense system during heat stress. Organic selenium is more bioavailable than inorganic forms in chicken<sup>13</sup>. It boosts weight gain and feed efficiency in heat-stressed birds while improving feed conversion, egg output,

egg quality, haugh units, and eggshell quality in layers raised at high temperatures  $^{14}$ . It protects the mucosa of the small intestine and pancreas from oxidative damage during heat stress, enhances vitamin E absorption, and protects cell membrane fats from oxidative damage  $^{15,16}$ . It also aids immune systems by increasing antibody titer (IgG and IgM), interleukin production (Tumour Necrosis Factor-alpha (TNF- $\alpha$ ), Interferon gamma (INF- $\gamma$ ) and interleukin-2(IL 2)), and phagocytic functions of macrophages, thereby reducing the negative effects of heat stress  $^{17}$ .

### Chromium (Cr)

Chromium (Cr) is a mineral involved in the metabolism of carbohydrates, proteins, lipids, and nucleic acids through insulin action<sup>18</sup>. Chromium supplementation enhances insulin, glucose, and cholesterol levels in heat-stressed birds by restoring the Cr reservoir and utilizing glucose extensively<sup>19</sup>. It reduces oxidative stress, lipid peroxidation, and hepatic nuclear protein, and heat shock protein expression in heat-stressed layers<sup>20</sup>. Organic chromium has more bioavailability and lower toxicity than inorganic forms<sup>21</sup>. Chromium supplementation in birds reduces stress by increasing orexin and glucose transporter (GLUTs) levels and reducing nuclear factor kappa B(NF-κB) and heat shock protein (HSPs) levels, promoting a more thermoneutral physiology<sup>22</sup>.

### Manganese (Mn)

Manganese (Mn) aids in carbohydrate and lipid metabolism by increasing insulin synthesis from the pancreas<sup>23</sup>. In heat-stress conditions, Mn supplementation can alleviate its negative effects on broilers, particularly in chronic heat-stressed broilers, by reducing abdominal fat deposition by decreasing lipoprotein lipase (LPL) activity<sup>24</sup>. Supplementation of Mn can protect the embryo of birds from maternal heat stress by enhancing epigenetic-activated antioxidant and anti-apoptotic activities<sup>25</sup>. It acts as a cofactor for many of the enzymes required for eggshell synthesis and helps maintain eggshell quality during heat stress conditions<sup>26</sup>.

### lodine

The thyroid gland hormones in birds significantly regulate metabolic and thermogenic functions<sup>27</sup>. Heat stress can decrease thyroid hormone concentrations in the circulatory, potentially due to a decrease in feed intake<sup>28</sup>. Heat-stressed layers have lower serum Triiodothyronine (T3), Thyroxine (T4,) and Thyroid stimulating hormone (T5H) concentrations, as well as an increase in Adrenocorticotropic hormone (ACTH) concentrations, and there is a direct correlation between plasma T3 concentration and egg productivity<sup>29</sup>. Thyroid gland function is influenced by the amount of iodine in the diet and lodine deficiency at this stage may prove harmful to poultry<sup>30</sup>. lodine deficiency can cause metabolic disorders and reduced laying rates<sup>31</sup>. The recommended iodine content for layers' diet should be 0.48 mg/kg of feed<sup>32</sup>.

### Iron (Fe)

Iron (Fe) is an essential mineral that is regularly supplemented in poultry feed. It is a vital component in various enzymes and proteins that regulate cell development, oxygen transport, and health<sup>33</sup>. It is involved in biochemical reactions like the antioxidant system, by being part of enzymes like catalase, and various oxidation-reduction reactions, and is essential for the immune response<sup>34</sup>.





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It significantly supports enzymes in the tricarboxylic acid cycle (TCA), enabling the removal of harmful metabolites via catalases and peroxidases with iron35. Heat stress reduces Fe levels in serum and tissue, leading to immune and antioxidant system malfunction, causing health issues in birds<sup>36,37</sup>. Birds under heat stress should consume a normal dietary iron concentration; otherwise, the immuno-antioxidant system collapse will negatively impact animal health<sup>37</sup>.

### Coenzyme Q10 (CoQ10)

Coenzyme Q10 (CoQ10), also known as ubiquinone, is a lipophilic antioxidant found in the mitochondria of all body cells<sup>38</sup>. It has various homologs based on an isoprenoid moiety, with CoQ10 being prominent in humans and birds<sup>39</sup>. It serves as an electron carrier in the mitochondrial respiratory chain and a lipid-soluble antioxidant<sup>40</sup>. It is an important bioactive compound that can strongly remove free radicals from cells<sup>41</sup>. The body synthesizes it, but excessive free radical scavenging during heat stress depletes it41. CoQ10 can be used as a nutritional supplement for various beneficial effects, including:

- CoQ10 significantly enhanced the performance (body weight gain, feed intake, and F:G ratio) of broilers, particularly grower and finisher stage in heat stress conditions<sup>41</sup>.
- CoQ10 lowered the levels of glucose, cholesterol, triglycerides, and corticosterone in the blood, which is a key biomarker for heat stress. This could be because CoQ10 reduces the oxidative effects of heat stress42.
- T3, T4, and their balance control animal body temperature and metabolic activity. Heat-stressed birds consistently have decreased T3 and T4 concentrations. CoQ10 enhanced T4 concentrations in blood serum, demonstrating its capacity to reduce the deleterious effects of heat stress<sup>41</sup>.
- Heat stress in broiler chickens increases the H/L ratio index, affecting the number of lymphocytes and heterophiles. CoQ10 supplementation can decrease the H/L ratio, potentially reducing its harmful effects42.
- Broiler chicken's susceptibility to ascites (pulmonary hypertension syndrome)) is reduced by CoQ10 supplementation, which improves hepatic mitochondrial function, respiratory chain-related enzyme activities, and mitochondrial antioxidative activity42.
- Dietary CoQ10 significantly increased hepatic CoQ10 levels in laying hens, and it acts as an HMGR (hydroxymethyl-glutamyl-CoA reductase) inhibitor in the livers, suppressing cholesterol synthesis, which in turn results in a reduction in egg yolk cholesterol43.
- Dietary CoQ10 supplementation may increase tissue concentrations, which may restore mitochondrial functions and regulate Pdss2 (decaprenyl-diphosphate synthase subunit 2), BMP15 (bone morphogenetic protein 15), and GDF9 (growth differentiation factor 9) mRNA transcripts, improving oocyte quality and broiler breeders' incubated eggs' hatchability44.
- Coenzyme Q10 plays a crucial role in the regeneration of antioxidants like superoxide dismutase and vitamin E<sup>45</sup>. As a result, these antioxidants improve sperm quality and prevent lipid peroxidation in the sperm plasma membranes of male broiler breeders46.

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Kemtrace® Supreme is a highly bioavailable complete organic mineral mix of Metal Propionates ensuring optimal mineral nutrition to broiler, layer, and breeder birds and reducing oxidative stress to enhance absorption.

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- Optimized Mineral concentration: All the minerals are optimized to fulfill the nutrient requirement; Higher Zn, Mn, and Cr concentrations to fit the needs of Broiler, Layer, and Breeders.
- Boosted with Antistress Factors: Coenzyme Q 10 (Antistress factor) is added to reduce oxidative stress; higher Chromium concentration to reduce stress, boost immunity, and increase meat yield.

### Conclusion

Heat stress poses a significant threat to the poultry industry due to rising global temperatures. Despite various strategies, the industry largely uses only a few. Heat stress is caused by factors like high environmental temperature, humidity, radiant heat, and airspeed, causing physiological, neuroendocrine, and behavioral changes. No single approach can fully mitigate its effects. A holistic approach is needed to mitigate heat stress's negative effects. Trace minerals and CoQ10 can effectively alleviate some adverse effects. Supplementation of these minerals and coenzyme combinations is crucial for birds to fully recover and perform efficiently during heat stress. Combining CoQ10 and trace minerals can offer benefits to poultry in hot regions, reducing the negative impacts of high ambient temperatures.

#### References are available on request

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# Kemin Industries Mourns the Loss of Co-Founder R.W. Nelson



Global business visionary, inventor, and philanthropist leaves behind a legacy of improving billions of lives around the world

DES MOINES, Iowa, April 8, 2025 -- R.W. Nelson, co-founder and chairman of the board of Kemin Industries, passed away peacefully at his home in Des Moines, Iowa, on Monday, April 7, 2025, at the age of 98. R.W. was an innovative business leader, a celebrated salesman, an inventor, and a quietly generous philanthropist in central Iowa and around the world.

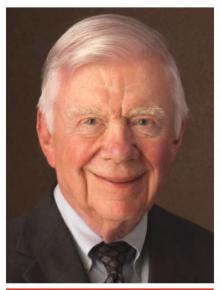
"We deeply mourn the passing of R.W. – our family patriarch and one of the visionaries behind Kemin. He was beloved by our family, countless customers around the world, and thousands of Kemin employees whose lives he touched for more than six decades," said Dr. Chris

Nelson, President and CEO of Kemin Industries and the eldest son of R.W. "He was tirelessly committed to our family, his faith, the community, and was Kemin's most dedicated marketer and sales champion, coming to the office every day for nearly 60 years. While R.W. will be deeply missed by our family and countless people he impacted worldwide, the breadth of his life's work and dedication to servant leadership is to be celebrated."

Rolland Wade "Bud" Nelson was born in Kansas City, Missouri, on February 28, 1927. At the age of seven, he moved to Des Moines, lowa, where he lived for the rest of his life. A proud graduate of Dowling Catholic High School and Drake University, R.W. and his wife, Mary Nelson, created Kemin Industries in Des Moines in 1961, using \$10,000 in savings and their family's living room as an office while raising five young children. Their entrepreneurial spirit led to the launch of a new company focused on bringing innovation to the agricultural industry in the Midwest.

From those humble beginnings, R.W. helped guide Kemin's development to become a global leader in innovative ingredients. Today, the multinational, family-owned and operated B2B company supplies over 500 specialty ingredients for human and animal health and nutrition, pet food, aquaculture, nutraceuticals, food technologies, crop technologies, textiles, biofuels, and animal vaccine industries. Its footprint spans six continents, serving customers in more than 120 countries with operations in 90 countries, including manufacturing facilities in Belgium, Brazil, China, India, Italy, San Marino, Singapore, South Africa, and the United States.

A celebrated innovator and industry leader, R.W. held four patents and was recognized worldwide for his scientific discoveries and business achievements. He received citations from two presidents: the President's "E" Certificate for Exports from President Nixon in 1971, and the President's "E" Star Award for Excellence in Export from President Carter in 1978. R.W. also received the U.S. Department of Commerce's Export Award in 1972, the State of Iowa Economic



Impact Award in 1987, the Ernst and Young Entrepreneur Achievement Iowa Award in 1991, and the Iowa Biotechnology Association's Entrepreneur Achievement Biotechnology Award in 2004. He was inducted into the Iowa Business Hall of Fame in 2006.

R.W. was a servant leader who built Kemin on a foundation of social responsibility and a belief that the company has a moral obligation to improve the quality of life and the communities where it operates. Throughout the years, R.W. and Mary quietly became

transformative philanthropic leaders in Iowa and across communities worldwide. For decades, they supported hundreds of organizations and contributed significantly to many in central Iowa, including Dowling Catholic High School, Drake

University, Living History Farms, Iowa State University, The Science Center of Iowa, and a variety of other organizations focused on science and general education, affordable housing, and disaster relief. They opened the Kemin Primary School in China, helped rebuild a fishing community in India after a tsunami, and sent Kemin teams to Nepal and Brazil for Habitat for Humanity global builds. As humble recipients of numerous recognitions and awards, they were especially honored to receive the 2019 Robert D. Ray Iowa SHARES Humanitarian Award for their dedication to outreach in remote parts of distant countries affected by devastating natural disasters.

R.W. served on dozens of boards and committees for industry trade groups, banks, the American Institute of Entrepreneurs, Wellmark Blue Cross Blue Shield, Drake University, private primary and secondary schools in the Des Moines Diocese, and the Greater Des Moines Committee. He was a strong advocate and industry member of the American Chemical Society and the American Feed Industry Association. He supported Kemin's long-term partnerships with the World Food Programme, Habitat for Humanity, and Ellipses.

A Dowling Catholic High School graduate, R.W. received a Bachelor of Arts degree in biology and chemistry from Drake University. He served in the U.S. Army Air Corps from 1945 to 1947 and was honorably discharged as a corporal. He earned service ribbons while deployed to the Philippines at the close of World War II.

R.W. is survived by his wife, Mary, and their children, Christopher (Linda), Elizabeth "Libby," Janet (Georgia), David (John), and Molly; thirteen grandchildren and seven great-grandchildren. R.W. was preceded in death by his parents, Barton and Lillian Nelson, and siblings Barton Nelson Jr, Donald Nelson, Thomas Nelson, Dolores Nelson Stall, and Daniel Nelson. Funeral arrangements will be announced soon. In lieu of flowers, the Nelson family asks that memorials be directed to The Harkin Institute at Drake University and the science and athletic programs at Dowling Catholic High School.

For additional information and funeral updates, visit www.kemin.com.

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# Why should you utilize regular enzyme analysis for enzyme-treated feeds?

### **Kaitlyn Pempsell**

Senior Scientist – ASPAC AB Vista kaitlyn.pempsell@abvista.com

The global food supply faces many challenges in meeting the demands of a growing population. Maximizing animal protein production through the addition of enzymes to feeds is a cost-effective mechanism to meeting increasing demand. In treated feeds, enzymes play a significant role in the animal's digestion, optimizing digestion of key nutrients that would otherwise have to be sourced elsewhere. As the enzymes used become vital to animal well-being and protein production, it's important that feed formulated with enzymes is analysed routinely to ensure that the feed producer is meeting activity targets.

### Sample Analysis as a means of Quality Control (reactive)

Analysing raw material enzyme and the feeds treated with the enzyme identifies whether the enzyme product is meeting target activity and whether the feed-treatment has gone as expected. If feed sample analysis gives results lower than expected, it may be an indicator that something in the enzyme-application process is not working properly. By analysing feed routinely, the feed manufacturer can often use results to identify problems in the feed treatment and manufacturing process and make the proper corrections before it becomes an animal welfare issue.

### **Examples:**

Taking multiple samples from a conveyor belt where feed is being sprayed with liquid enzyme, can ensure that the feed has been treated homogenously and with the expected amount of enzyme.

Feed samples being treated with powder or granule enzyme can be sampled for analysis at different stages or in different forms (i.e. mash, crumble, pellet, at different pelleting temperatures) to ensure that the proper amount of enzyme activity is present, and there has been no enzyme degradation due to external factors such as temperature, humidity, or pressure.

Sample Description	FTU/kg
Line 4 – Sample 1	~125
Line 4 – Sample 2	~124
Line 4 – Sample 3	~138
Line 4 – Sample 4	~109

Expected activity for these samples was 1500 FTU/kg. The data reveals that the liquid enzyme application appears to have failed for this line of samples.

Sample Description	FTU/kg	
Feed Broiler Breeder A	946	
Feed Broiler Breeder B	1370	
Feed Broiler Breeder C	2600	
Feed Broiler Breeder D	2120	
Feed Broiler Breeder E	1440	

Expected activity for these samples was not given however, the data from this batch of samples suggests a mixability issue.

FTU/kg	
985	
975	
1530	
~109	
249	
~125	
	985 975 1530 ~109 249

Expected activity for these samples was 500 FTU/kg.

The data from this batch of samples suggests that despite the overage applied to the mash samples, pelleting conditions have degraded the enzyme activity.

Sample Analysis as a means of Quality Assurance (proactive)

By analysing feed samples routinely, feed manufacturers can prevent extra costs related to feed waste, recalls, and potential loss of animal protein growth. Potential production and application issues discovered by routine testing can help feed facilities put checks in place to prevent future mishaps.

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### **Orffa Conducts Smart Minerals Seminar Series in India**



rffa concluded a successful seminar series across four cities (Zirakpur, Ludhiana, Pune, Coimbatore) from 20 - 26 March in India, bringing together over 200 industry professionals to discuss key advancements in poultry nutrition and trace mineral technologies. These events provided a platform for knowledge exchange, industry insights, and discussions on innovative solutions shaping the future of poultry nutrition.



The seminars began with an introduction to Orffa and its commitment to pioneering advancements in animal nutrition. Sabiha Kadari, General Manager, South Asia at Orffa, and Ramakanta Nayak, Managing Director of Asia Pacific at Orffa, highlighted Orffa's dedication to delivering science-driven solutions that address industry challenges and enhance livestock performance. Reflecting on Orffa's mission, they stated: "At Orffa, we are committed to bringing science-driven, sustainable solutions to the animal nutrition industry in South Asia. Through continuous innovation and strong partnerships, we aim to support the region's evolving needs and contribute to more efficient livestock production"





Sopaphan Pruekvimolphan, Technical Manager at Orffa, presented a comprehensive view of trace mineral technologies, highlighting their role in improving poultry health and productivity. Building on this, Jolien van Soest, Global Solution Manager -Mineral Nutrition at Orffa, introduced Orffa's Smart Mineral Mixtures, an innovative third-generation trace mineral concept designed to optimize supplementation strategies for enhanced performance and sustainability.



The seminars also featured valuable insights from industry experts. Dr. Dinesh Bhosale, Former Chairman of CLFMA, provided a comprehensive overview of the current poultry market, highlighting key challenges, emerging opportunities, and trends shaping the industry. Dr. Chandrakant Patil, Technical Consultant, shared his expertise on critical aspects of dairy nutrition and production strategies. The seminar also highlighted the importance of nutrition in human health. Dr. Pawan Kumar, Protein Awareness Campaigner, delivered an insightful session on the critical role of protein consumption, emphasizing its impact on overall well-being and the growing need to promote high-quality protein sources.

The seminar series reinforced the importance of innovative trace mineral technologies, the evolving challenges in the animal nutrition sector, and the role of advanced nutrition in improving efficiency and sustainability.







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# **Optimizing Vitamin D3**



# Supplementation to Prevent Tibial Dyschondroplasia (TD) in Poultry-Comparative landscape of Calcitriol as compared to other vitamin D3 derivatives

The poultry industry plays a crucial role in global food production, providing a primary source of animal protein through meat and eggs. However, intensive poultry farming has led to the rise of skeletal disorders such as **Tibial Dyschondroplasia (TD)**, a metabolic bone disease commonly found in fast-growing broiler chickens. TD affects the growth plates of long bones, leading to lameness, poor weight gain, and high economic losses. One of the key nutritional factors influencing TD development is vitamin D and its metabolites, which are essential for bone mineralization and chondrocyte differentiation. This article explores the role of vitamin D in TD prevention, focusing on bioavailability, biopotency, and dietary optimization.

Alok Kumar Singh™, Deepali Tiwari², Pradeep Kumar³, Jagriti Srivastava⁴ and Nitin D. Hirani⁵

### Understanding Tibial Dyschondroplasia (TD) in Poultry:

TD is a skeletal disorder affecting the growth plates at the ends of long bones, particularly the tibiotarsus and tarsometatarsus. It is characterized by the presence of unmineralized, avascular cartilage, which fails to mature into bone.

### Key Pathogenic Mechanisms of TD:

#### 1. Impaired Endochondral Ossification

- In normal bone development, chondrocytes proliferate, mature, and are replaced by bone.
- In TD, chondrocyte differentiation is disrupted, leading to cartilage accumulation.

### 2. Failure of Cartilage Vascularization

- Growth plate blood vessels fail to penetrate, preventing nutrient supply and ossification.
- Hypoxia and cell death contribute to defective mineralization.

### 3. Oxidative Stress and Cellular Damage

- Increased reactive oxygen species (ROS) damage chondrocytes.
- Antioxidant defenses (glutathione, catalase) are often overwhelmed.

#### 4. Nutritional Deficiencies and Genetic Susceptibility

 Calcium, phosphorus, vitamin D, and trace mineral imbalances (Zn, Cu, Mn) affect bone formation.



**Dr. Ramdas S Kambale** CEO & Board Member



**Dr Mahesh Kajagar** Technical Manager

### GLOCREST Pharmaceutical Pvt. Ltd. Mumbai Krishna Farm- Mysore

 Some genetic lines of broilers are more prone to TD due to rapid growth rates.

### 5. Disruptions in Molecular Signaling

- Altered expression of growth factors (VEGF, IGF-1, Indian Hedgehog) affects cartilage formation.
- Matrix metalloproteinases (MMPs) responsible for cartilage degradation may be dysfunctional.

### The Role of Vitamin D<sub>3</sub> in Bone Health and TD Prevention:

Vitamin D plays a vital role in bone mineralization by regulating calcium and phosphorus metabolism. Its active form, 1,25-dihydroxyvitamin  $D_3$  (calcitriol), is crucial for:

- Chondrocyte differentiation and proliferation in the growth plate
- Enhancing calcium and phosphorus absorption from the intestines
- Promoting vascularization and cartilage-to-bone transition.
- Preventing the accumulation of unmineralized cartilage, reducingTD risk.

### Vitamin D Metabolism in Poultry:

- Vitamin D (Cholecalciferol) is converted in the liver to 25hydroxyvitamin D<sub>3</sub> (25-OH-D<sub>3</sub>).
- In the kidneys, 25-OH-D<sub>3</sub> is hydroxylated to 1,25-dihydroxyvitamin D<sub>3</sub> (Calcitriol the active form).

Vitamer	Conversion Steps	Bioavailability	TD Prevention Effectiveness
Vitamin D₂ (Ergocalciferol)	Liver $\rightarrow$ 25-OH-D <sub>2</sub> $\rightarrow$ 1,25- (OH) <sub>2</sub> -D <sub>2</sub>	Low	Poor
Vitamin D₃ (Cholecalciferol)	Liver $\rightarrow$ 25-OH-D <sub>3</sub> $\rightarrow$ 1,25- (OH) <sub>2</sub> -D <sub>3</sub>	Moderate	Good
25-Hydroxyvitamin D <sub>3</sub> (25-OH-D <sub>3</sub> )	Absorbed as 25-OH-D₃	Higher	Very Good
1,25-dihydroxyvitamin D₃ 1,25-(OH)2-D3	Directly absorbed as active metabolite	Ultra-high	Excellent



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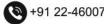
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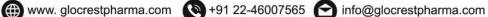
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The active form binds to vitamin D receptors (VDRs) in bones and intestines to regulate calcium uptake and bone mineralization.

### Bioavailability and Biopotency of Vitamin D Vitamers in Poultry

Different forms of vitamin D vary in their ability to be absorbed and utilized in poultry.

### Comparison of Vitamin D Vitamers:

#### Why 1,25-(OH),-D<sub>3</sub> (Calcitriol-D) is More Effective Than Standard D<sub>3</sub>:

- Bypasses the all-hydroxylation steps being already active form, allowing for faster absorption and utilization.
- Reduces TD incidence, improves bone strength, and enhances overall growth performance in broilers.

### Physiological Roles of 1,25-(OH)2-D3:

- Enhances calcium and phosphorus absorption from the intestines.
- Stimulates chondrocyte maturation and endochondral ossification in the growth plate.
- Regulates vascularization and mineral deposition in cartilage.
- Binds to vitamin D receptors (VDRs) in bone-forming cells to promote skeletal integrity.

#### Scientific Evidence Supporting 1,25-(OH)<sub>2</sub>-D<sub>3</sub> in TD Reduction:

Numerous studies have demonstrated the role of vitamin D<sub>3</sub> and its derivatives in preventing TD and promoting bone health:

- Lidor et al. (1987): Direct injection of 24,25dihydroxyvitamin D<sub>3</sub> into rachitic chick growth plates resulted in healing, highlighting its direct action on chondrocytes.
- Boyan et al. (2002): Found that 1,25-(OH)2-D3 decreased chondrocyte proliferation in both resting and proliferative zones, ensuring proper cartilage turnover.
- Atencio et al. (2005), Driver et al. (2005): Showed that

dietary supplementation with 1,25-(OH)2-D3 and its analogs significantly reduced TD incidence in broiler chickens.

#### Optimizing Vitamin D Supplementation in Poultry Diets:

To effectively prevent TD and enhance bone health, poultry feed should include:

- Adequate vitamin D₃ (Cholecalciferol) supplementation to meet metabolic requirements.
- Use of 1,25-dihydroxyvitamin D<sub>3</sub> (1,25-(OH)<sub>2</sub>-D<sub>3</sub>) as a more bioavailable alternative.
- Phytase enzyme supplementation to enhance phosphorus availability.
- Balanced calcium and phosphorus levels to support proper bone development.

#### Recommended Dietary Inclusion Levels:

- Vitamin  $D_3$ : 3,000 5,000 IU/kg feed.
- 1,25-(OH)2-D3: Inclusion through fortified supplements if
- Calcium-to-Phosphorus Ratio: Maintain at 2:1 for optimal bone mineralization.

#### Conclusion:

1,25-Dihydroxyvitamin D<sub>3</sub> is a key regulator of **bone mineralization** and chondrocyte maturation, making it essential for TD prevention in poultry. Studies confirm its role in enhancing cartilage development, vascularization, and calciumphosphorus homeostasis. Poultry diets optimized with 1,25-(OH)2-D<sub>3</sub> can significantly reduce TD prevalence, improve skeletal strength, and enhance broiler productivity.

Note: Calcitriol-D - the king of all D3 - imported from Netherlands is available with GLOCREST Pharmaceutical Pvt Ltd in 20 kg premix form and 5kg concentrate form:

For details, please contact Dr Ramdas S Kambale: 9820393342 or at ramdas@glocrestpharma.com

### BULLETIN

# सैंद्रल हरियाणा पोल्ट्री फारमर्स ऐसोसिएशन द्वारा मासिक मीटिंग का आयोजन

सैंट्रल हरियाणा पोल्ट्री फारमर्स ऐसोसिएशन, करनाल द्वारा दिनांक 11 अप्रैल 2025 को होटल येलो सफायर, करनाल में मासिक मीटिंग का आयोजन किया गया। श्री सुभाष नरवाल, प्रेजीडेंट, सैंट्रल हरियाणा पोल्ट्री फारमर्स ऐसोसिएशन ने आए हुए सभी फारमर्स का स्वागत किया।

श्री सुरिन्द्र भूटानी, सेक्रेटरी, सैंट्रल हरियाणा पोल्ट्री फारमर्स ऐसोसिएशन ने सभी फार्मर को अपने अपने फार्म की पशु पालन मंत्रालय द्वारा जारी दिशा निर्देशों के अनुसार अपने फार्म को पंजीकृत करने के बारे में विस्तार से बताया।

श्री सुरिन्द्र भूटानी ने फार्म पर समय समय पर किए जाने वाले जरूरी कार्यों के बारे में भी बताया और कहा कि फार्म पर बायोस्क्यिरिटी का परा ध्यान रखें और किसी बाहरी व्यक्ति को फार्म के अन्दर जाने से सख्ती से रोका जाना चाहिए। उन्होंने कहा कि कमजोर बायोस्क्योरिटी के कारण फार्म पर तरह तरह की बीमारियां आती है और इस कारण फारमर का बहुत नुकसान होता है। अंत में श्री नरवाल ने आए हुए सभी फारमर्स भाइयों का तहेदिल से धन्यवाद किया और एसोसिशन के मेंबर्स श्री अमित चक्रवर्ती, श्री सतनाम सिंह आहुजा, श्री अशोक बजाज, श्री गौतम को सम्मानित किया।





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# 2025

## Soy Excellence **Center Program**



# **FACT SHEET**



### SEC: Who Are We & What We Do

### What We Do:

The SEC program engages protein professionals to foster relationships and nurture positive experiences through its primary offerings to ultimately create a cascade of demand for U.S.

### Global Impact:

Grow soy global demand and highlight its essential role in animal feed and human food and beverage.

### PRIMARY SEC OFFERINGS

### Structured Training

Workforce education offerings to build skills and capacity across the protein value chain in early-to midcareer professionals.

### **Continuing Education** Communities

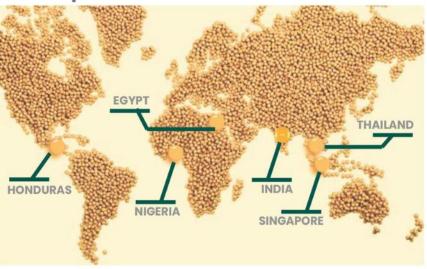
Protein-focused communities of practice for continuing professional development and sharing the benefits of U.S. Soy through educational content, access to industry experts, and a global community of peers.





### SEC: What We Offer & Where We Operate





### Global Achievements (2019-2024\*)

31,400 Participants

335 Training Events I 119 in-person

40+ Countries represented

\*Results through FY 2024 - September



>80 Net Promoter Score

Exceptional loyalty & satisfaction





My main objective was to browse through basic contents in poultry farming through an international professional organisation and to assess the lacunae in the poultry farming practices being adopted at my workplace. The course helped me in analyse prevailing practices (for example maintaining Biosecurity; keeping Records etc.) and further fine tuning them in the interest of the farm productivity. The online zoom Q&A sessions were quite informative. Dr. A. Darur sorted out all the queries related to poultry production and management. Dr. P. Wilmer helped us in understanding each

topic through elaborate slides. In fact the discussions related to Biosecurity was the part I was most influenced with. The course from the Soy Excellence Center (SEC) further strengthened my knowledge on poultry production and management. This course has expanded my network and potential career opportunities. Personally, the course has made me more confident in my abilities as a farm manager. Also, the interactive sessions have helped me in enhancing critical thinking and problem-solving skills.

Dr. Ranjna Sood, Veterinary Officer-Sr. Scale, Govt. Poultry Farm, Chauntra District, Mandi, HP I am delighted to share my experience of completing the Basic Feed Milling Course at the Soy Excellence Center - INDIA. This comprehensive program has been an invaluable learning journey, equipping me with in-depth knowledge of feed formulation, ingredient quality assessment, milling processes, and industry best practices.

The expert-led sessions, practical insights, and interactive discussions provided me with a solid foundation in feed milling.

which will undoubtedly enhance my professional expertise in animal nutrition and feed production. I am grateful for the opportunity to have been part of this program and highly recommend it to anyone looking to strengthen their understanding of feed milling and its impact on livestock health and productivity.

I extend my sincere gratitude to USSEC and its Soy Excellence Center program for this well-structured and insightful course, and I look forward to applying these learnings in my career.

Dr. Prathamesh Shahane, Regional Manager at Premium Chicks Pvt. Ltd.

#### Who is it for?

- Professionals with 1-5 years of work experience in the protein industry.
- Aspiring early-to-mid career protein professionals.
- Does NOT require prior formal education in protein subjects.

#### How do you learn?

- Register for the course of your choice by contacting USSEC's SEC representative.
- Access recorded lectures and live sessions with the instructor.
- Learn from distinguished global course advisors, armed with a curated SEC curriculum.
- Experience flexibility and get expert one-on-one support.
- Take the short quizzes at the end of each chapter.

#### What you get?

- Obtain a course certificate in your name.
- Get practical and technical expertise.
- Access to SEC's global community.



Interested in joining the Soy Excellence Center programs to sustainably nourish the world while advancing your career? Enroll now and become the next 'Tomorrow Solver'.

**Contact:** Vijay Anand, Soy Excellence Center Lead -India, U.S. Soybean Export Council (USSEC) **Email:** vanand@ussec.org

#### **Investors & Supporters**















































# How to optimise production costs in animal nutrition?



You are an **animal nutrition manufacturer** and you want to **optimise the cost of your feed**. Techna can help you analyse your value chain with the aim of identifying **ways to improve** your performance. Discover Feedia's advice and solutions.

#### 1. Analysing the animal nutrition value chain

Optimising production costs requires a detailed analysis of the animal nutrition value chain. By visualising the entire process, from raw materials to finished products (feed, milk, meat, eggs, etc.), Techna helps feed manufacturers to identify inefficiencies, waste and potential areas for improvement.

Because each value chain is unique, Techna adapts to each customer's optimisation project. We make a point of prioritising your objectives, which may be of different kinds:

- Reducing feed costs or the final product,
- Solving health or zootechnical problems in livestock farming,
- Increasing overall performance, such as animal growth and productivity
- Improving the quality of the end product (milk, meat, eggs, etc.)
- Implementing alternative solutions to meet the needs of a specific market, and so on.



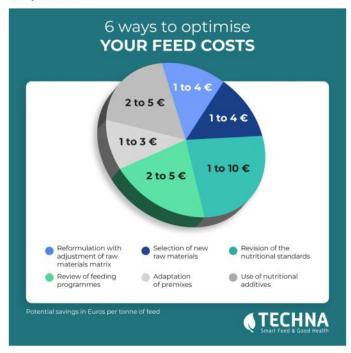
This holistic vision, from the sample to the trough, guides our experts in the development of solutions in line with the technical and economic objectives of livestock farms, the expectations of consumers and society as a whole.

"Our responsibility is to provide added value at every level of the nutrition chain, whatever the farming system".

#### ${\bf 2. Identify \, the \, levers \, for \, optimising \, your \, food \, production \, costs}$

There are many ways to optimise **production costs** in **animal nutrition**: new raw materials, readjustment of the matrix value of **raw materials**, optimisation of nutritional recommendations or even the

use of **additives**... These avenues for improvement, alone or combined, represent potential savings of up to €30 per tonne of compound feed.



#### 2.1. Characterising and adjusting raw materials

It all starts with a detailed nutritional assessment of your raw materials. The performance of a feed depends heavily on the quality of the raw materials it contains. Techna's formulators use robust analyses and matrix expertise to guide their customers towards potential sources of cost reduction. The selection of a new raw material or reformulation with a matrix readjustment are two avenues that can represent savings of €1 to €4 per tonne of reconstituted feed.

#### 2.2 Drawing up feed specifications

Did you know that revising **nutritional standards** is one of the most effective ways of optimising your production costs? Techna provides you with its expertise in building or adjusting your **feed specifications** to meet your objectives. Techna develops nutritional standards based on its research and experience in the field. These standards can be adapted to each species, strain, physiological stage, environment, etc. and must enable you to achieve your objectives. Techna estimates potential **savings of €1 to €10 per tonne of feed**. Don't hesitate to contact us to optimise your specifications.

## 3. Equip yourself with effective management and decision-making tools

From upstream to downstream in the animal nutrition chain, Techna designs **digital tools** to help you monitor your performance and make the right decisions to optimise your production costs.

- Graphix: track changes in raw material prices to adjust your purchasing strategy and temper the sharpest price fluctuations.
- Black Box: create your raw materials or feed matrices directly online with Black Box in just a few clicks. The key to this is agility and responsiveness in the event of a change in raw materials.





- Extralab: monitor quality control plans with Extralab, which aggregates your data (physico-chemical analyses, NIR, etc.) to avoid wastage or loss of performance on the final feed.
- Wefeed: manage the technical and economic performance of farms (pigs, poultryand rabbits) with interfaces designed to meet the needs of each player: farmers, technicians, producer organisations. One objective: to make your farms more competitive.

Numerous other digital solutions have been developed by Feedia experts, both general-purpose (Cartalim, Easymap, etc.) and specialised by species (Aviperflayers, etc.).

#### 4. Surrounding yourself with multi-species and industry experts

Techna's strength lies in its methods, services and digital solutions, but above all in the men and women who deploy them alongside you every day. Our teams are proud to support you in your development. Our cash specialists work hand in hand with our business experts (laboratory, formulation, industry, etc.). These skills inevitably overlap with yours. We're very committed to this working philosophy, where everyone contributes their know-how to a shared goal.



### **BRITISH DRUGS & PHARMACEUTICALS**

**Deals in: Poultry Feed Supplements** 

We can offer the following PURE SALTS in ready stock on regular basis.

#### PRODUCTS:

#### **VITAMINS**

- Vitamins AB<sub>2</sub>D<sub>3</sub>K (Triple Strength)
- Vitamin B,
- Vitamin B, 98%
- Vitamin B, 80% (Feed Grade)
- Vitamin B.
- Vitamin B<sub>12</sub> 98%
- Vitamin B<sub>12</sub> 1% (Feed Grade)
- Vitamin H (Biotin) 2%
- Vitamin K<sub>3</sub>
- ❖ Vitamin AD₃ 5lac/1 lac I.U.
- Vitamin D<sub>3</sub>
- Vitamin E Acetate Oil (Liquid)
- Vitamin E 50%
- Niacin
- Niacinamide

- Folic Acid
- D-Calcium Panthothenate 98%
- D-Calcium Panthothenate 45% (Feed Grade)
- Vitamin 'C' Plain
- Vitamin 'C' Coated
- B-Complex (Single Strength)
- B-Complex (4 times)
- Choline Chloride 50% (Silica Base)
- Choline Chloride 60% (Ceral Base)
- Choline Chloride 98%

#### ANTIBACTERIALS

- Furazolidone 98%
- Zinc Bacintracin

#### **ANTIBIOTIC GROWTH PROMOTERS**

- Chlortetracycline 15%
- Coistin Sulphate 10%

#### **AMINO ACIDS**

- DL-Methionine 99.5%
- L-Lysine Feed 98.5%

#### **ANTI-OXIDANTS**

- ❖ B.H.T.
- \* REDOX-T

#### **ANTIBIOTICS**

- Neomycin Sulphate
- Ciprofloxacin Hcl.
- Pe-Floxacine
- Enrofloxacin Hcl.
- Doxycycline Hcl. Streptomycin
- Tetracycline Hydrochloride
- Lincomycin B.P.
- Oxytetracycline Hydrochloride

#### ANTI-COCCIDIALS

- ❖ D.O.T. 98%
- Maduramycin Ammonium 1%
- Clopidol 98%
- Amprolium Hydrochloride B.P.
- Salinomycin Sodium 12%

#### C.R.D.

- Tylocin Tartrate (Pure)
- Tylosin Phosphate 10%
- Tiamulin Hydrogen Fumarate 80%
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#### **Broiler Concentrates:**

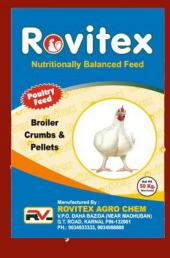
- ❖ Broiler 10% Concentrates
- ❖ Broiler 7.5% Concentrates
- **❖ Broiler 5.5% Concentrates**
- ❖ Broiler 3.5% Concentrates
- ❖ Broiler 2.5% Concentrates
- **❖ Broiler 1.5% Concentrates**

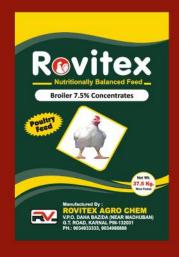
#### **Layer Concentrates:**

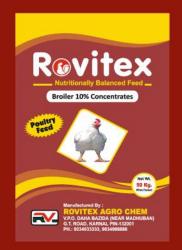
- ❖ Layer 5% Concentrates
- Layer 10% Concentrates
- **❖ Layer 25% Concentrates**
- Layer 35% Concentrates

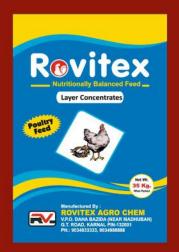
#### **Broiler Crumbs/Pellets:**

- Broiler Pre-Starter Crumbs
- Broiler Starter Crumbs
- Broiler Finisher Pellets











### **ROVITEX AGRO CHEM**

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E-mail: rovitexagrochem2016@gmail.com, lamba122117@gmail.com

Dealers enquiries solicited from unrepresented areas



Dr. Sachin Patil, DGM - Key Clients, Huvepharma SEA

Heat stress due to summer has several serious and economical effects on poultry. In broilers it can cause reduced growth rate, decreased feed intake and poor feed conversion. Laying birds experience a drop in egg production, poor egg weight and reduced eggshell quality.

#### THERMOREGULATION IN POULTRY

The poultry rearing is well managed in temperature between 21-25°C which is called as thermo neutral zone; temperature above 35°C will cause heat stress to birds causing physiological changes. Chickens, unlike most other animals, do not possess sweat glands to aid in heat loss. Chicken removes excess body heat by following mechanisms.

**Radiation**- Heat will radiate from the bird's warmer body to a cooler surface, such as air, without the use of a medium (surface).

**Conduction** - Heat stressed birds will try to cool their bodies down by touching water pipes or digging into litter to come into contact with a cool floor.

**Convection**- Moving air over birds is the most

effective way to reduce heat stress. If the air is not moving quick enough, heat will begin to build up around the birds, which will increase heat stress.

# PHYSIOLOGICAL & BEHAVIORAL CHANGES DURING HEAT STRESS

Under high temperature conditions, birds alter their behavior and physiological homeostasis seeking thermoregulation, thereby decreasing body temperature. Following are the important changes which adversely affects the performance.

#### REDUCED FEED CONSUMPTION

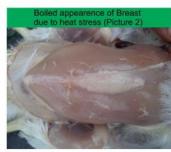
Water intake increases which leads to loose or watery droppings and increased volume of urine causes wet litter condition. This makes the litter environment favorable for the sporulation of coccidian spores.

Decreased blood flow to digestive tract causes immunosuppression, dysbacteriosis results into coccidiosis and necrotic enteritis

**HYPERVENTILATION OR PANTING** - Evaporation of one gram of water from lungs dissipates 540 calories of maintenance energy due to increased muscle activity, hence it is said that summer feed should have more energy.

Increased panting under heat stress conditions leads to increased carbon dioxide levels and higher blood pH (i.e., alkalosis). It also makes birds more prone to respiratory distress. Because of rapid panting (up to 10 times more than normal) and oxidative stress, degradation of cilia occurs which facilitates lodgment of Mycoplasma. As the heat stress elevates the multiplication of Mycoplasma it further causes respiratory distress, air saculitis. Though Mycoplasma

as own doesn't cause mortality it results into Immunesupppression and occurrence of secondary infection. Some epidemiological studies also suggests that prevalence of viral diseases like IBD, VVND, etc. which causes



Immunesupppression. This also leads to occurrence of mycoplasmosis and further respiratory diseases. Increased loss of minerals like sodium, potassium, etc. through panting disturbs the electrolyte balance.

#### HORMONAL CHANGES DURING HEAT STRESS

High environmental temperatures alter the activity of the neuroendocrine system of poultry and elevate plasma Corticosterone concentrations. Increased Corticosterone concentrations i.e. epinephrine and nor



epinephrine causes increase in blood pressure, muscular tone and blood sugar levels. The combined effect results into increased mentainance energy which ultimately reduces the performance of the bird.

#### **EFFECT OF HEAT STRESS ON IMMUNE - RESPONSE**

Increased environmental temperature causes Immunosuppression by reducing growth of bursa, GALT and spleen, Circulating antibodies, lymphocytes, phagocytic activity of macrophages, etc.

Immunosuppression jeopardizes the birds into infection by opportunistic pathogens like mycoplasmosis, coccidiosis, necrotic enteritis, E.coli, ND, IBD, etc.





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#### **CLINICAL SIGNS**

Low feed intake Increased water intake Diarrhea or loose droppings Incidence of ascites increases Panting and rapid respiration Poor FCR and lower body weight Reduction in egg production, egg size, egg weight, and poor shell quality.

#### **POST-MORTEM FINDINGS**

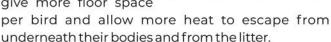
Dehydrated carcass Cooked breast appearance Mucous exudates in mouth and nostrils Pale or cyanotic comb Par boiled appearance of breast Increased body temperature Fluid contents in intestine Rapid decomposition of carcass.

#### **HEAT STRESS MANAGEMENT**

To overcome the huge economic loss by heat stress, control should be based on following steps-

#### **MANAGEMENT ASPECT**

- · Hang wet gunny bags on the sides.
- Evaporative cooling-Sprinklers are commonly used for evaporative cooling when temperatures are more then 40-41°C.
- Stocking density-Reducing the bird density in summer will give more floor space



 Ventilation- Proper ventilation is crucial for heat stress management. A good ventilation system removes moisture, brings in an equal amount of fresh outside air, directs incoming air to all areas equally, keeps inside air moving to flush hot, humid air from between the birds, etc.

# NUTRITIONAL ASPECT FEEDING PRACTICES

As there is decrease in daily feed intake increase the nutrition density, make the feed more concentrated. If there is enough floor space, extra feeders should be added. Encourage eating at cooler times of the day, i.e., early morning or in the evening. Remove feed 4 to 6 hours prior to an anticipated heat stress period. Birds should not be fed or disturbed during the hottest part of the day. Provide cold water for drinking especially during day times.

**ENERGY**- In order to provide higher energy levels fat inclusion should be more in feed which increases calorific value, palatability, feed intake by 5% and utilization of nutrients.

**PROTEINS**- The requirements for protein and amino acids are independent of environmental temperature. Oxidation of protein also elevates the heat stress hence it is good to keep protein level low with balanced amino acids. Hence low protein levels (1-2% lower than usual) with higher critical amino acids i.e. lysine and methionine (5-10% higher than usual) is more helpful in managing heat stress.

#### MINERALS & VITAMINS

The loss of activity of vitamins during storage at high temperature is prime concern during summer which makes it unavailable for bird. Heat stress also disturbs synthesis of vitamin C and absorption of vitamin A and E. Hence to avoid problems of vitamin deficiency due to above stated reasons 20-30% extra vitamins should be provided to the birds.

Vitamin C-200-500 gm/ton of feed, Vitamin E- 50 gm/ton of feed should be provided.

#### **ELECTROLYTES**

0.5-0.6% potassium and 0.5% sodium bicarbonate should be added to neutralize the respiratory alkalosis and its consequences.

#### **MEDICATION**

Proper preventive measures to avoid respiratory and gut health problems should be taken during summer as these two systems are getting more involved.

Antimycoplasmal agents (**Pharmasin**\* - Tylosin, **Vetmulin**\* - Tiamulin & **Tilmovet**\* - Tilmicosin) should be provided with proper dose to prevent mycoplasmosis and secondary infection.

Anticoccidial program should be well maintained during the summer. As a managemental practice farmer keeps birds off feed during hot period, this lowers the concentration of anticoccidial and infection may occur. To prevent coccidiosis proper anticoccidial programme with suitable molecule should be adapted.

As heat stress causes dysbacteriosis and increases chances of necrotic enteritis probiotics (**B-Act**\* - B. licheniformis) and feed additives (**Albac**\* - Bacitracin, **Flavomycin**\* - Flavophospholipol, etc.) should be given to birds as a preventive measure.

To know more, please contact Huvepharma technical team



Huvepharma SEA (Pune) Pvt. Ltd.

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# Ventri Biologicals Pvt. Ltd.



#### continues its series of technical seminars on the "VENGEM" LPAI (H9N2) vaccine Awareness Expands Across MP, Chhattisgarh & Haryana:

A series of impactful Vengem vaccine awareness meetings were conducted on the 4th, 5th, 6th, and 10th of February 2025 in Jabalpur, Bhopal, Raipur, and Karnal, respectively.

At Jabalpur, Bhopal and Raipur Dr H.G Murade, DGM, Sales and Marketing, welcomed all attendees and introduced the speakers for the technical seminar. Dr. Prakash Reddy (Deputy General Manager) delivered a comprehensive presentation on effective disease control, emphasizing how Vengem strengthens flock immunity and minimizes economic losses caused by Low Pathogenic Avian Influenza (LPAI). The events concluded with a note of gratitude from Mr. Abhishek Gupte, who acknowledged the valuable contributions of all attendees. He also extended special appreciation to the Venworld team for their dedication in making these events a success.

A key highlight of the Karnal event was Dr. Prakash Reddy's presentation at the North India Broiler Breeder Association, where he shared in-depth knowledge on Vengem's role in disease prevention and poultry welfare. His address was well received, sparking insightful discussions among industry stakeholders.

#### Strengthens Poultry Health in Karnataka & Tamil Nadu:

Vengem vaccine continued across South India, with events held in Hospet and Mysuru on the 13th and 18th of February, respectively, followed by an expert session in Namakkal, Tamil Nadu, on the 27th and 28th of February 2025. Dr. Prakash Reddy (DGM) addressed key aspects of disease control strategies and the role of Vengem in strengthening flock immunity against LPAI. Dr Baburaj highlighted the importance of Vengem in improving poultry

health and productivity, drawing participation from poultry farmers and industry experts. MrRD Lokesh proposed vote of thanks. The local Venworld Team organised these technical seminars.

At the Namakkal event in Tamil Nadu, Dr. Prakash Reddy led an indepth discussion, addressing queries from poultry stakeholders on effective disease control measures. His insights emphasized Vengem's role in mitigating economic losses and ensuring sustainable poultry farming. Mr G. Chinnaraj given conclusive remarks on technical seminar and assured the farmers regarding best possible services.

#### Covering Odisha's Key Layer Belt:

The Vengem vaccine launch meetings continued in Odisha on the 19th and 21st of February 2025, covering key layer belts in Bolangir and Brahmapur. The meetings started with welcoming remarks from Mr. Chita Sahoo, leading to valuable discussions. Dr. Shashikant Shiwarkar delivered a detailed presentation on Vengem's efficacy in preventing economic losses due to Low Pathogenic Avian Influenza (LPAI) and provided a comprehensive approach to disease control in poultry. His session emphasized the importance of proactive vaccination in safeguarding poultry health and industry profitability. Mr. Satyajit Mohanty concluded the events with warm words of appreciation, acknowledging the contributions of the attendees and organizers.

The Venworld team once again played a crucial role in executing these successful seminars, ensuring seamless engagement with stakeholders.



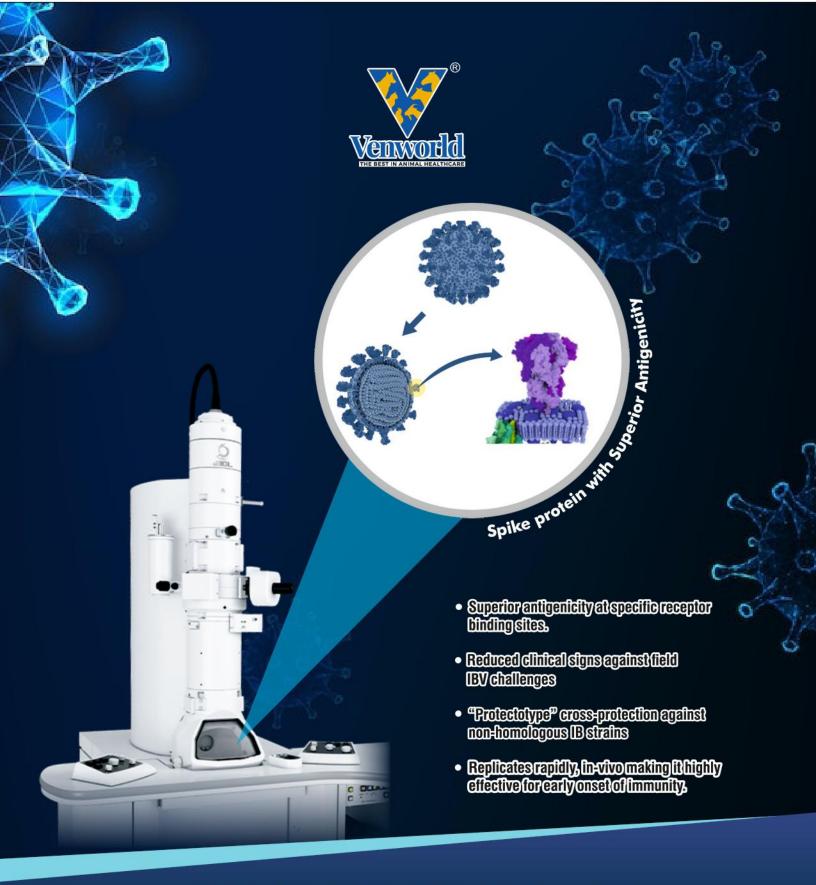












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POULTRY TECHNOLOGY 83

















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# INFAH National Seminar 2025 Focuses on Strengthening Animal Health through Public-Private Partnerships



The Indian Federation of Animal Health Companies (INFAH) hosted its National Seminar 2025 at the India Habitat Centre, New Delhi, themed "Strengthening Animal Health and its Economics through Public-Private Partnership for Viksit Bharat."

In the day-long event, over 100 delegates, including scientists, academicians, policymakers, regulators, and industry leaders, participated to deliberate on advancing veterinary health through Public Private Partnerships.

#### **INAUGURAL SESSION**

 Dr. Anup Kalra, Joint Secretary, INFAH, opened the session by highlighting the evolution of INFAH as a pivotal bridge between government, academia, and industry, and emphasized that collaborative models are crucial to realizing India's Viksit Bharat goals.



• Dr. Shirish Nigam, President, INFAH, delivered the welcome address, reiterating that while business can drive progress 364 days a year, one day must be dedicated to industry introspection and united advocacy. He outlined INFAH's commitment to policy reforms and presented key demands to the Ministry for regulatory clarity, faster product approvals, and technology enablement. He also acknowledged the support from current management committee comprising of Dr. Aman Syed (Vice President), Dr. Anup Kalra (Joint Secretary), Dr. Manoj Sood (Treasurer) as well as Executive members Dr. Vijay Makhija, Mr. Vijay Teng, Mr. Satish Pasrija, Dr. Arun Atrey, Mr. Gautam Chatterjee, Ms. Ashwini Deshpande, Dr. Vinayak Surve & Mr. Sushanta Dey.



#### **KEYNOTE ADDRESSES**

Prof. Dr. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries,
 Animal Husbandry & Dairying, served as the Chief Guest. He
 expressed his admiration for INFAH's proactive role and
 emphasized that while laboratories are critical, outcomes must
 reach quickly, and that farmers and animals truly benefit. He
 called PPP models the "most successful approach" for rural
 transformation. Hon'ble minister also mentioned that animal
 husbandry is not a parallel economy; it should be considered a
 primary sector. The government aims to double farmers' income,
 and livestockfarming is crucial in achieving this goal.



• Ms. Alka Upadhyaya, IAS, Secretary, DAHD, delivered the Thematic Address, emphasizing a One Health approach and public-private convergence to tackle antimicrobial resistance (AMR), zoonotic threats, and animal welfare challenges. She shared how India is now 100% self-reliant in vaccine production for livestock sector. She even demonstrated recent studies which highlight the importance of deworming before vaccination to improve animal health. She also highlighted the issue of mastitis and called for a nationwide program to address mastitis awareness and prevention. Madam Secretary acknowledged the critical role INFAH plays in shaping policies for the livestock sector and called for increased engagement between policymakers and industry stakeholders before formulating regulations.





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Dr. Abhijit Mitra, Animal Husbandry Commissioner, Ministry of Fisheries, Animal Husbandry & Dairying, highlighted the issue of Anti-Microbial Resistance (AMR) and shared how INFAH is helping by providing the data on the sale of Antimicrobials in animal health. He also reiterated the importance of government, industry, and research institutions working together to achieve self-reliance in veterinary medicine and improve animal health standards.



- Shri Abhay Mahajan, KVK, DRI, Chitrakoot, emphasized holistic rural development through ethnoveterinary practices, traditional knowledge, and youth empowerment. He mentioned the aim should be to expand the Chitrakoot model beyond MP & UP to other regions of the country.
- Dr. Raghavendra Bhatta, DDG (Animal Science), ICAR emphasized on the livestock sector's contribution to the economy and India's goal to be PPR and rabies-free by 2030. He encouraged the industry to align with global export standards



and leverage the growing market for preventive animal health solutions. He encouraged all participants to shift mindset from "PPP" to "Partnership for Prosperity".



Dr. Gauri Shankar, Deputy Drugs Controller, CDSCO, shared CDSCO's progress with digital platforms like Sugam and underscored the need for mutual trust and accountability in regulatory pathways to foster innovation.



Dr. Hirofumi Kugita, Representative for Asia-Pacific, World Organisation for Animal Health (WOAH), through his message highlighted international collaboration for disease surveillance and control. He emphasized aligning India's veterinary health standards with global guidelines to improve trade access and animal welfare outcomes.



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#### **TECHNICAL SESSION HIGHLIGHTS**

### Session 1: Topic of "Public-Private Partnerships in Animal Health & Nutrition"

- Chairperson: Dr. Raghavendra Bhatta, DDG (Animal Science), ICAR
- Dr. P. K. Shukla, President, Indian Poultry Science Association,
- Dr. Praveen Malik, CEO, Agrinnovate India Ltd.

#### Keynotes of the Session:

 Identified key roadblocks in testing protocols and regulatory timelines and called poultry India's "protein factory" and outlined innovations in feed efficiency, circular economy practices, and waste minimization to combat malnutrition. Advocated for better technology transfer, nutrition security, and disease surveillance.

## Session 2: Topic of "Regulatory Framework for Animal Health Drugs & Biologicals"

#### Chairperson: Dr. Praveen Malik, CEO, Agrinnovate India Ltd

- Dr. Arun Atrey, Managing Committee, INFAH
- Dr. Gauri Shankar, Deputy Drug Controller, CDSCO
- Dr. M. Kalaivani, Senior Scientific Officer, Indian Pharmacopoeia Commission
- Dr. Nitin Bhatia, Member of INFAH Subcommittee
- · Dr. D.J. Kalita, Member of INFAH Subcommittee

#### Key notes of the session:

- Discussed IPC's initiative to draft vaccine monographs and supported waivers based on global benchmarking.
- The session stressed that a unified, efficient framework will derisk innovation and fast-track animal health solutions.

Session 3: Topic of "Imports & Exports of Veterinary Products"

Chairperson: Dr. Indrajeet Singh, Vice Chancellor, Bihar Veterinary
University

- Dr. Manoj Sood, Treasurer, INFAH
- Dr. Gagan Garg, Deputy Commissioner (Trade), DAHD
- Dr. Vijay Makhija. Managing Committee, INFAH
- Dr. Shyam Vane, Member of INFAH Subcommittee

#### Key notes of the session:

- Outlined regulatory inconsistencies and called for standardized classifications of feed additives, medical devices, and diagnostics as well as single window clearance.
- Emphasized the need for policy predictability, indigenous manufacturing, and incentives for global veterinary product exports.

#### Session 4: Topic of "Ayurveda & its Role in Animal Health"

 Dr. Mohan ji Saxena, shared his wisdom and thoughts on health & ayurveda. He highlighted how our economy is going to be affected due to animal health. He appealed everyone to think of not just being healthy but Health Index. He also encouraged for scientific validation of Ayurveda for mainstream application in animal care and emphasized the importance of hygiene, immunity and nutrition in animal care.

## Session 5: Topic of "Navigating the Intellectual Property & Trade Regime"

• Dr. Manisha Shridhar, Regional Advisor (WHO SEARO), delivered a compelling address tracing the history of IP—from the Paris and Berne Conventions to TRIPS. She emphasized India's opportunity to lead global innovation by bridging traditional knowledge with patent systems, and the value of technology transfer via models like the Bayh-Dole.

#### **Way Forward**

A **comprehensive report** compiling all session discussions and outcomes will be submitted to the Hon'ble Minister and DAHD. This will serve as a roadmap for targeted policy actions and collaborative innovations in animal health.

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### **National Academy of Agricultural** Sciences organized a symposium on Poultry Sciences



For the first time, the National Academy of Agricultural Sciences has planned to organize a separate symposium on Poultry Science titled "Advances in Poultry" during the 17th Agricultural Science Congress 2025 at Pantnagar. Dr. A.K. Tiwari, Director of ICAR-CARI, was appointed as the convener of the symposium, while Dr. P.K. Shukla, President of IPSA, serve as the event's coordinator. Dr. Anil Yadav, Dr. Rajeev Ranjan, Dr. Jaydip, and Dr. Gautham Kolluriwere the local coordinators of the event. The symposium was successfully held on February 21st, 2025, at Pantnagar Agricultural University, organized jointly by ICAR-Central Avian Research Institute (Izatnagar, Bareilly, UP) and the Indian Poultry Science Association (IPSA), Bareilly. The event featured a technical session titled 'Frontiers of Science &Technology for Poultry Advancement,' followed by a panel discussion. The first session was chaired by Dr. (Prof.) Kusumakar Sharma, Distinguished Professor at Galgotias University, Jaipur, and Dr. SimmiTomar, General Secretary of IPSA, Izatnagar. The rapporteurs for the session were Dr. M. Asok, Scientist at IVRI, Izatnagar, and Dr. Amitav Bhattacharyya, Associate Professor of Poultry Science. Three distinguished speakers addressed the technical session. Dr. R. Prabhakaran, Former Vice Chancellor of TANUVAS, began the session with an insightful lecture on 'Current Trends and Future Prospects of the Indian Poultry Industry.' He discussed current statistics and provided a vision for the future of poultry production in India. Mr. Suresh Chitturi, Managing Director of Srinivasa Farms, delivered a compelling lecture on 'The Importance of Eggs for Vikshit Bharat,' emphasizing the proactive role of the government and policymakers in addressing the challenges in poultry farming. Dr. Suresh Kumar Mittal, Distinguished Professor of Virology at Purdue University, USA, concluded the technical session with a talk on 'Emerging Avian Influenza Viruses: Implications and Control Strategies.'

The second session was a panel discussion moderated by Dr. P.K. Shukla, President of IPSA, and Dr. A.S. Ranade, Former President of IPSA. Several critical issues were discussed in detail, with the following recommendations:

- Promote Backyard Poultry: While commercial poultry farming has flourished in southern states, it is gradually growing in northern states. Efforts should be made to popularize poultry farming, including establishing a network linking various agricultural universities.
- Promote Diversified Poultry: To meet protein demands and enhance farmers' incomes, particularly in northern India, diversified poultry practices should be encouraged.
- Strengthen Biosecurity & Green Measures: Continued government efforts are necessary to enhance disease surveillance, revise biosecurity regulations, and address vaccine production/import permissions and trade control issues.
- Promote Sustainable Feed Practices: Encourage the use of alternative feed ingredients, improve feed efficiency, and reduce dependence on resource-intensive crops.
- Invest in Technology and Innovation: Strengthen technological development to improve poultry farming
- Strengthen Value Chains: Develop efficient and integrated value chains that connect producers, processors, and consumers, ensuring fair prices, reducing post-harvest losses, and improving market access for small-scale farmers.
- Integrate Poultry Science into VCI Syllabus: To meet the growing need for skilled manpower, poultry science should be included as a separate department in veterinary colleges, with increased credits.

The panel discussion was attended by Dr. S.P. Kimoti, Member of Animal Science at ASRB, New Delhi; Gauri Mulekhi, PFA, Uttarakhand; Dr. KamnaBarkataki, Director of CPDO, Chandigarh; as well as scientists from ICAR-CARI, Izatnagar, and representatives from the industry, including Bayer Pharmaceuticals and Dr.Nagesh, Senior Technical Manager at CARNUS Laboratories Pvt. Ltd. The event also saw participation from numerous scientists, students, and farmers across the country.





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# Regen Biocorps Concludes a Successful Participation at VIV Asia 2025



Regen Biocorps AHI (P) Ltd. successfully concluded its participation at VIV Asia 2025, held at IMPACT, Bangkok, from March 12-14, 2025. The event served as a significant platform for showcasing innovative solutions for animal health and nutrition.

Represented by Mr. Pawan Kumar Mudgil (CEO), Dr. Amit Pandey (Business Head – International Business), Mr. Pankaj Hastwala (National Sales Manager), Mr. Manoj Dwivedi (Business Associate), Mr. Koushik Chakraborty (Institutional Business Manager), and Mr. Vipin Pratap Singh (Investor), Regen Biocorps engaged with industry experts, veterinarians, and global stakeholders to discuss sustainable advancements in gut health, immunity, and productivity solutions.

The event saw an overwhelming response from visitors representing Nepal, Bangladesh, Vietnam, Nigeria, the Philippines, Thailand, Saudi Arabia, Sri Lanka, Taiwan, Venezuela, Peru, and Chile. These interactions provided valuable insights into diverse market needs and reinforced Regen Biocorps' commitment to global expansion and innovation.

"VIV Asia has been an incredible opportunity to showcase our innovations and connect with industry leaders. The response to our Phytogenic Antibiotic Alternative Therapy (AAT) approach has been overwhelmingly positive, reinforcing our mission to drive sustainable animal healthcare," said Dr. Amit Pandey, Business Head – International Business.

Alongside the AAT approach, Regen Biocorps presented its cutting-edge solutions such as Colikil R, Immon, and CRDX R—products designed to be sustainable, safe, and highly efficacious. These solutions not only support gut health and immunity enhancement but also ensure optimal productivity, making them a major attraction for visitors seeking effective and reliable alternatives to antibiotics.

The team also celebrated Holi at the event, adding a cultural touch to the exhibition while strengthening global collaborations. The high level of engagement at Booth 3499, Hall 2, highlighted the growing demand for sustainable solutions in animal health.

Regen Biocorps extends heartfelt gratitude to all visitors and looks forward to fostering long-term collaborations.

















# Exclusive Interview with Mr. Richard Wentzel

**Managing Director of Impex** 





1. Impex has been a pioneer in drinking water solutions for poultry farming. How do you ensure that your innovations stay ahead of industry needs?

Impex has always been driven by innovation and a deep understanding of poultry farming needs. We invest continuously in R&D, collaborate with leading Dutch institutions like Wageningen UR and the Poultry Expertise Centre, and conduct practical trials—such as testing nipple flow rates or optimal water pressure. Moreover, we maintain close relationships with poultry farmers globally, which allows us to gather feedback and adapt quickly to market developments. Our acquisition of a German nipple factory over a decade ago, and the investments we've made in it since, have significantly enhanced our capacity for innovation and ensured continuity in production.

2. What are the biggest challenges you see in the poultry industry today, especially concerning water management and biosecurity?

Water management is increasingly complex due to stricter regulations, the push for reduced antibiotic use, and biosecurity concerns. One of the biggest threats is biofilm formation in drinking lines, which harbors harmful bacteria and fungi. Impex addresses this with solutions like the I-Flush automatic flushing system and lower flow nipples that reduce spillage and keep litter dry—key to preventing foot lesions and respiratory issues. Ensuring consistently high water quality is not just a technical challenge; it's essential for

animal welfare and production outcomes.

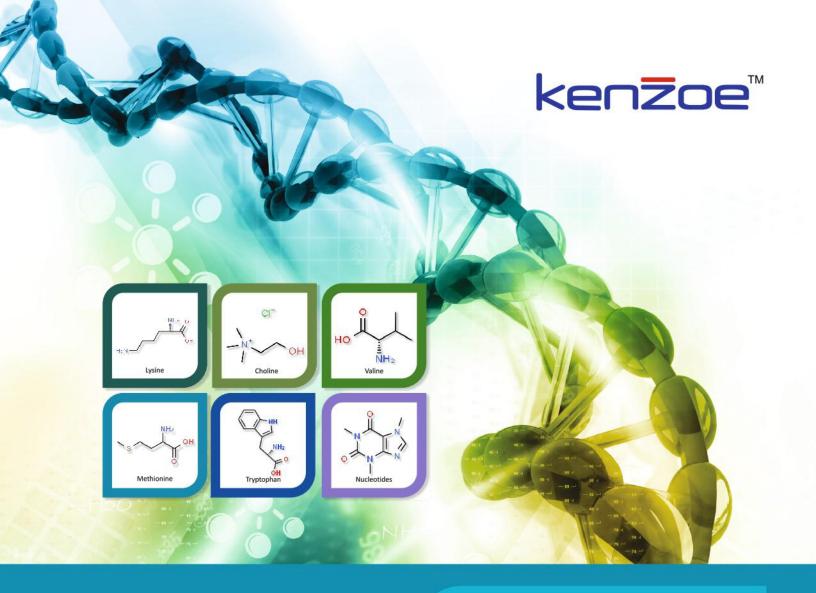
3. Impex has a strong international presence. How do you tailor your drinking water solutions to meet the specific needs of different poultry markets around the world?

Our products are used in over 100 countries, and local adaptation is crucial. Our teams—both at headquarters and through regional branches like Impex USA—work closely with local dealers, farmers, and integrators. For instance, in South America where poultry houses are often built on slopes, we provide custom pressure regulators. In Asia, our collaboration with integrators ensures our solutions meet tropical climate demands. Tailoring is possible because we control both design and manufacturing, and we value long-term relationships where mutual learning takes place.

4. With sustainability becoming a key focus in agriculture, how is Impex contributing to environmentally friendly and resourceefficient water solutions?

Sustainability is embedded in our operations—from product design to manufacturing. Our factory, for example, reuses heat and filters oil to reduce waste, saving thousands of liters annually. On the farm level, our systems reduce water spillage, keeping litter dry and lowering ammonia emissions. Furthermore, our flushing systems use sensors to only activate when necessary, optimizing water use. Sustainability for us is about efficiency, animal welfare, and minimizing environmental impact.







To achieve high efficiency poultry farming, a finely balanced feed formula with high bioavailability of feed nutritional fractions especially of critical ingredients including limiting amino acids, trace minerals etc., are required. To attain this balance, supplementation becomes extremely crucial to attain maximum bird performance and productivity.

Supplementation of limiting amino-acids and other related nutritional ingredients including major and trace minerals can support in improving the bird performance by assisting in providing additional nutritional molecules, to make up for any deficiency of critical nutrients in feed and feed ingredients.

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#### 5. As a family-owned business now managed by the second generation, how has Impex evolved over the years while staying true to its core values?

From a small attic in 1971 to a global player today, Impex has always remained true to its core values: reliability, long-term partnerships, and a people-first mindset. Since our founding, we've evolved from a trading company into an independent manufacturer and an international knowledge partner in drinking water management. This growth has brought new responsibilities, but our focus remains unchanged: delivering quality, staying close to the farmer, and thinking beyond the product to truly support animal welfare and operational success.

#### 6. With advancements in smart farming technologies, do you see digitalization playing a role in water management solutions for poultry farming?

Absolutely. Digital tools are becoming essential in modern poultry farming. Our flushing systems can already be automated based on real-time sensor data, while integration with farm management software allows for precise monitoring of water intake-an important KPI. By tracking deviations in water consumption, farmers can spot health issues early. We're also exploring further smart solutions, ensuring farmers can make data-driven decisions easily.

#### 7. What is your vision for the future of Impex, and how do you see the company evolving in the next decade?

Our vision is to be the global reference in drinking water management for animal farming—not just as a supplier, but as a knowledge leader. We aim to expand our smart product range, deepen our sustainability impact, and strengthen global partnerships. As poultry farming evolves towards more antibiotic free farming and efficient systems, we see ourselves playing a key role in helping our customers adapt and thrive.

#### 8. Finally, what message would you like to share with poultry farmers who rely on Impex for their water management needs?

To all poultry farmers: thank you for your trust. You are at the heart of everything we do. We remain committed to supporting your performance and your animals' well-being. Keep challenging us, sharing your insights, and growing with us. Together, we'll continue to improve water management—because good water is the foundation for healthy poultry and a successful business.





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### Venkateshwara Hatcheries Pvt. Ltd.

#### (East Zone) organised Technical seminars in West Bengal on "Better Layer Farming Techniques" & "Biosecurity in Layer Farms"





Venkateshwara Hatcheries Pvt Ltd (East Zone) organized Technical seminars for Poultry Farmers on **Friday** 21<sup>st</sup> March, 2025 and **Saturday** 22nd March, 2025 at Bankura and Midnapur respectively, These technical seminars were attended by poultry farmers of Bankura and Midnapur and surrounding areas.

Dr Elizabeth AGM (Poultry Disease Diagnostic Lab, Bhubaneswar) moderate the meeting.



**Dr Vidyasagar Punja**, General Manager, (East Zone) given the welcome speech and briefed about the current situation of layer farming in india. He also informed about the first official LPAI vaccine (**VENGEM**) availability in india will be helpful to reduce the disease outbreak.



The speaker for the seminar **Dr Sunil Nadgauda**, DGM - Nutritional Services explained in detail about the **"Optimizing the cost of table egg production"** in all aspects. During discussion, he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- Importance of pullet development and its impact on laying productivity as foundation of long laying cycle shall be strong.
- Early Nutrition to maximize peak production and to maintain the consistency.
- Benefits of Phase feeding to reduce the overall egg production cost and to optimize the efficiency also.
- Alternative sources of Protein & Energy and precautions to be taken while using the alternative feed ingredients.
- Impact of gut health and early chick nutrition on laying performance.

 Various strategies and solution to reduce the cost of feed and maintain good egg production.

Dr Sunil Nadgauda answered the queries of the attendees related to the subject and other technical queries regarding Poultry nutrition and management.



**Dr Sanjay Deshpande**, AGM (Technical) explained in detail about "Importance of Biosecurity in layer farm".

During his presentation he discussed following points

- Importance of Biosecurity in layer farm.
- · Importance of cleaning and disinfection of empty sheds.
- Role of water sanitization and water acidification in laying.
- · Restrict entry of diseases at different points.
- · Preparation of chicks shed before arrival of chicks.
- · Importance of continues disinfection in laying flock
- Strategic planning during viral problem.
- Importance of dead birds disposal in prevention of disease outbreak.

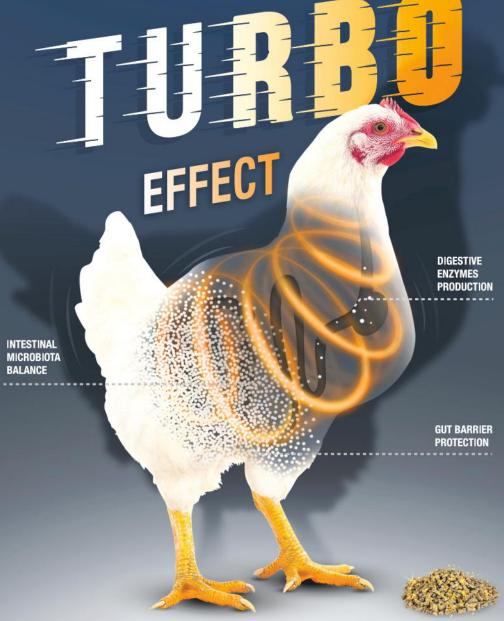
Both the technical seminars were attended by around **120+** poultry farmers from Midnapur, Bankura and surrounding areas of West Bangal. Mr Madan Maity (General Secretary, West Bengal Poultry Federation), Mr Anadi Santra (Veteran Farmer), Mr Sanat sarkar (Vice Chairman, West Bengal Poultry federation), Mr Tapas Bhattacharya (District President Bankura Poultry Federation), Mr Balai Sanki (NECC President Kharagpur Zone) were present in seminar.

Venkateshwara Hatchries Pvt Ltd (East region) team, Dr P K Satpati AGM (Technical Services), Dr Niraj Shukla DGM (Techanical) organised this technical seminar. Dr Himadri Mukarjee, Manager (Chicks Sale) proposed vote of thanks to all.



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#### Big data to gain competitive advantage

Big data is transforming industries, giving companies that leverage it a significant advantage in innovation and efficiency. Recognizing the tremendous potential of big data for the poultry industry, Petersime launched its Eagle Trax™ cloud-based software for hatcheries in 2021. This data-driven solution enables hatcheries to digitize, analyse and optimally use the wealth of valuable data they have available. Eagle Trax™ incorporates powerful functionalities organized into multiple modules, ensuring the whole hatchery operation can work more efficiently and effectively.

#### $Powerful software \, modules \, to \, perform \, specific \, tasks$

As a cloud-based Software as a Service, Eagle Trax<sup>™</sup> **continuously evolves with new functionalities and modules** added over time. With the latest release, we are now expanding the software to seven available modules, including the new HVAC and Egg storage module:

- The Basic module provides a sharp overview of the entire hatchery at any time. Together with the monitoring, alarm, and historical analysis tools, it brings hatchery management to the next level.
- The **Maintenance module** facilitates efficient maintenance planning and enables predictive maintenance management to

maximize the useful life of equipment while avoiding operational disruption.

- The HVAC module monitors and tracks the hatchery's complete HVAC system, visualizing key information and alerting in case of issues.
- The Trax module is the hatchery manager's virtual assistant, guiding him to take the right decisions on when and how to incubate which eggs. It facilitates the efficient management of all core processes in the hatchery.
- The Egg storage module empowers hatchery managers to efficiently oversee egg storage, providing data-driven insights and ensuring optimal implementation of Re-Store heat treatments.
- The Breeder farm module allows hatchery managers to optimize the egg supply and hatchery production planning, while automatically feeding back important fertility and hatchability data to the breeder farm.
- The Grow-out farm module allows hatchery managers to optimize the chick order and delivery planning, while automatically receiving feedback from the grow-out farm on chick mortality.

Rudy Verhelst, Business Development Manager at Petersime, explains: "The modules we offer today significantly help hatcheries streamline their operations, enhance their efficiency and maximize their performance through the intelligent use of data. But it does not stop here. We will continue to focus on maximizing results and driving business value by adding new functionalities to our existing modules and developing new modules, so our customers can confidently meet not only today's but also tomorrow's challenges in the poultry industry."



# X-Streamer<sup>™</sup>

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He adds: "The modular set-up of Eagle Trax™ also offers customers flexible options, allowing them to choose the modules they need. This approach helps them implement digitalization in an optimized manner while keeping the door open for improvements and additions in the future."

#### Bridging the gap: connecting older-generation incubators to **Eagle Trax™**

As part of Petersime's mission to digitalize hatcheries, we are committed to enhancing the intelligence of all our incubators. This initiative was already evident in our new range of conventional incubators launched at the end of 2023, which introduced the

Vision+ controller, directly linking the Conventional Series to the advanced EagleTrax™software.

We are now taking a significant step forward with the introduction of the new Focus+ controller (available as of summer 2025). This innovative controller will enable our oldergeneration incubators from the AirStreamer™ family to connect seamlessly with the Eagle Trax™ software. It will bring numerous benefits, offering hatcheries equipped with AirStreamer™ incubators a unique opportunity to confidently embrace the future.

#### **Business-changing software**

By now, it will be evident that Eagle Trax™ brings many advantages, from

improving overall operations to minimizing human error as hatchery staff can rely on digitized, automated working procedures. What is more, the software can be accessed anytime and anywhere, regardless of device type (pc, tablet or smartphone) or user location (office, home or field). Self-evidently, Petersime also provides the necessary services to help customers get started with Eagle Trax™.

Want to learn more about Eagle Trax™? Head over to our software module overview and discover the benefits each module can bring to your hatchery! Interested in implementing Eagle Trax™ in your hatchery? Don't hesitate to contact us: our sales team is ready to help you further.

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### **IPDL Poultry and Livestock Expo 2025**

**Concludes Successfully in** Karnal, Harvana







The IPDL Poultry and Livestock Expo 2025, held at the New Grain Market in Karnal, Haryana, concluded with resounding success, bringing together key stakeholders from across the poultry and livestock industries. Organized by Adamas Events Pvt. Ltd., the three-day event took place from February 28 to March 2, 2025, showcasing the latest innovations, technologies, and services in poultry farming and processing.

The expo served as a vibrant platform for industry professionals, entrepreneurs, and farmers to exchange ideas, explore collaborations, and stay abreast of cutting-edge developments in the sector. A total of 93 exhibitors participated, displaying a diverse range of products and solutions spanning feed, health, genetics, equipment, and farm management.

The event attracted an impressive 4,700 visitors from across the country, including regions such as Haryana, Punjab, Uttar Pradesh, Telangana, Himachal Pradesh, Rajasthan, Madhya Pradesh, and Karnataka, underlining the national significance of the expo.

The inauguration ceremony on Day 1 was graced by Mr. Azad Rathi, President of the Broiler Breeders Association North (BBAN) along with other Executive committee members of BBAN, as the Chief Guest. Mr. Ravi Sabharwal - Chairman, Mr. Parveen Kumar, Vice Chairman, Mr. Palvinder Sandhu Media & Legal Advisor also graced the event. Day 2 welcomed Mr. Ranpal Dhanda, President of the Poultry Federation of India (PFI) and his team, as the Chief Guest.



The event also witnessed the presence of several other distinguished personalities, including: Dr. Vishal Singh Rawat, President VIP North, Mr. Charan Singh, President, NIBPA, Mr. Sewak Singh Bhullar, President, PPFA with their teams.

Their presence and insights added immense value to the proceedings, fostering discussions on growth opportunities, policy matters, and industry challenges.

The IPDL Poultry and Livestock Expo continues to play a pivotal role in strengthening the Indian poultry and livestock ecosystem by offering a dynamic environment for learning, networking, and business development.



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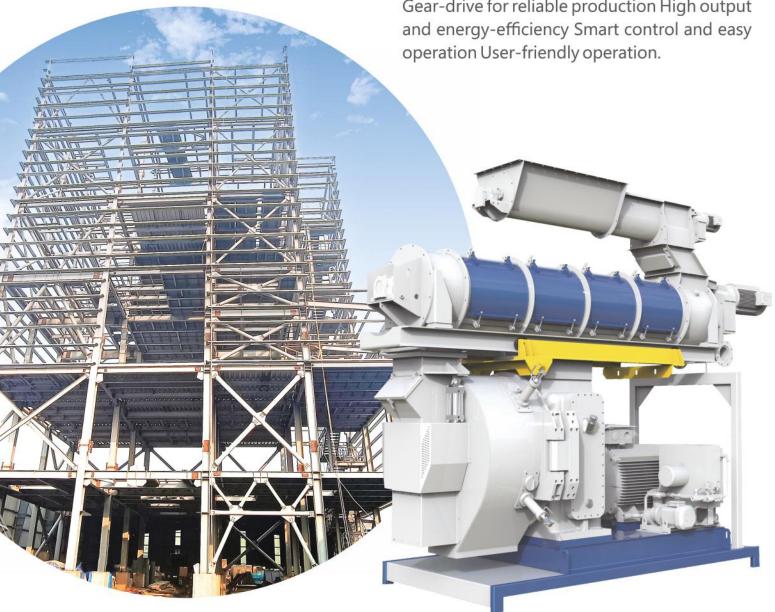
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# Power of Probiotics: How Beneficial Bacteria Can Prevent Lameness in Poultry



Probiotics are live microorganisms that confer health benefits when administered in adequate amounts. In poultry, these beneficial bacteria play a crucial role in maintaining gut health, improving nutrient absorption, and enhancing overall bird welfare. One significant concern in commercial poultry farming is lameness—a debilitating condition that affects mobility, growth, and productivity.

Recent research has shown that probiotics can mitigate lameness by improving gut microbiota, reducing inflammation, and enhancing bone health. This article explores the potential of specific probiotic species in preventing lameness in poultry, focusing on their mechanisms of action and scientific evidence supporting their efficacy.

### By: Dr. Nikita Deshmukh

### 1. Understanding Lameness in Poultry

Lameness in poultry is a condition that results in impaired movement, difficulty in standing, and severe discomfort. It can manifest in various forms, including bacterial infections (such as bacterial chondronecrosis with osteomyelitis or BCO), tibial dyschondroplasia, and nutritional deficiencies. The primary causes of lameness include:

<u>Bacterial Infections:</u> Staphylococcus aureus and Escherichia coli can invade the joints and bones, leading to osteomyelitis and joint infections.

<u>Nutritional Deficiencies:</u> Lack of essential minerals such as calcium, phosphorus, and vitamin D can weaken bone structure.

<u>Poor Gut Health:</u> An imbalanced gut microbiota increases systemic inflammation, negatively affecting musculoskeletal integrity.

<u>Environmental Stress:</u> High stocking density and poor litter conditions can predispose birds to joint infections and footpad dermatitis

Lameness leads to significant economic losses due to increased mortality, culling, and reduced weight gain. Addressing this issue with probiotics offers a sustainable and antibiotic-free alternative.

### 2. Role of Gut Microbiota in Poultry Health

The gastrointestinal tract of poultry hosts a diverse microbial population essential for digestion, immunity, and metabolic functions. A balanced gut microbiome contributes to:

<u>Efficient nutrient absorption:</u> Beneficial bacteria enhance the breakdown of feed and improve mineral bioavailability.

<u>Pathogen exclusion:</u> Healthy gut microbiota competitively inhibits the colonization of harmful bacteria such as Clostridium perfringens and Salmonella spp.

<u>Inflammation control</u>: A well-balanced microbiome reduces gut inflammation, which indirectly influences systemic immune responses and bone health.

Since gut health is intrinsically linked to skeletal integrity, maintaining a healthy microbiota can reduce the incidence of lameness in poultry.



### 3. Probiotics as a Solution for Lameness in Poultry

Lameness in poultry is a multifactorial issue, often starting from bacterial infections, poor gut health, metabolic disorders, and nutritional deficiencies. Probiotics offer a promising approach to mitigating lameness by improving gut health, enhancing nutrient absorption, modulating immune responses, and promoting bone strength. This section explores the detailed mechanisms through which probiotics contribute to the reduction of lameness in poultry.

### I. Competitive Exclusion of Pathogens

One of the primary ways probiotics works is through **competitive exclusion**, where beneficial bacteria outcompete harmful pathogens by occupying adhesion sites on the intestinal wall. Pathogenic bacteria such as *Escherichia coli, Clostridium* perfringens, and Staphylococcus aureus are common culprits in bacterial infections leading to lameness, particularly osteomyelitis and bacterial chondronecrosis.

Probiotics create a hostile environment for these pathogens through:

- Blocking Adhesion Sites: Beneficial bacteria like Lactobacillus acidophilus adhere to intestinal epithelial cells, preventing harmful bacteria from colonizing.
- Producing Antimicrobial Substances: Bacillus subtilis and Enterococcus faecium produce bacteriocins, organic acids, and hydrogen peroxide, which inhibit pathogen growth.
- Consuming Nutrients Before Pathogens: By depleting nutrients like iron and amino acids that pathogens rely on, probiotics starve harmful bacteria and limit their proliferation.

By reducing the overall pathogen load in the gut, probiotics indirectly decrease the risk of systemic bacterial infections that can lead to lameness.

### II. Enhancement of Gut Integrity and Nutrient Absorption

A healthy gut is essential for proper nutrient absorption, particularly for minerals critical to bone development such as **calcium**, **phosphorus**, and vitamin D.

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Probiotics contribute to gut integrity and improved nutrient absorption through:

- Strengthening Tight Junctions: Pathogens often cause intestinal permeability, leading to leaky gut syndrome and systemic inflammation. Probiotics like *Lactobacillus reuteri* enhance tight junction proteins, reducing gut permeability.
- Increasing Enzyme Activity: Bacillus subtilis produces digestive enzymes like proteases and amylases, which improve feed conversion efficiency.
- Enhancing Short-Chain Fatty Acid (SCFA) Production: SCFAs like butyrate, acetate, and propionate nourish intestinal cells, promoting better nutrient uptake and reducing gut inflammation.

Better nutrient absorption leads to stronger bones and joints, reducing the likelihood of lameness caused by metabolic disorders like tibial dyschondroplasia.

### III. Modulation of the Immune System

Lameness can be exacerbated by systemic inflammation caused by infections or metabolic stress. Probiotics modulate the immune system to ensure a balanced inflammatory response.

- Reduction of Pro-Inflammatory Cytokines: Chronic inflammation in the gut or joints increases the risk of bacterial chondronecrosis. Probiotics regulate inflammatory cytokines such as IL-6 and TNF-a, preventing excessive inflammation.
- Stimulation of Mucosal Immunity: Probiotics enhance secretory IgA (sIgA) production, strengthening gut and systemic immunity against invading pathogens.
- Regulation of Gut-Associated Lymphoid Tissue (GALT): The GALT system is crucial for poultry immunity. Probiotics stimulate dendritic cells and macrophages, leading to a more robust immune response against infections.

A well-regulated immune system reduces the incidence of bacterial arthritis, osteomyelitis, and other inflammatory conditions linked to lameness.

### IV. Enhancement of Bone Strength and Cartilage Development

One of the lesser-known benefits of probiotics is their ability to **enhance bone metabolism and cartilage formation**, which is critical in reducing leg deformities and skeletal disorders.

- Influence on Calcium and Phosphorus Metabolism: Some probiotic strains, like Bacillus coagulans, enhance the bioavailability of calcium and phosphorus by stimulating gut absorption and promoting bone mineralization.
- Collagen Synthesis for Cartilage Development: Probiotics like
   Lactobacillus plantarum have been shown to increase collagen
   type II production, which is crucial for joint and cartilage
   integrity.
- Reduction in Bone Resorption: Certain probiotics suppress osteoclast activity (bone-resorbing cells), preventing excessive bone loss and improving bone density.

By promoting stronger skeletal development, probiotics help reduce lameness caused by weak bones, fractures, and joint deformities.

### V. Reduction of Endotoxin Load and Gut Inflammation

Endotoxins, primarily **lipopolysaccharides (LPS)** from Gramnegative bacteria, can trigger systemic inflammation, leading to

### lameness-associated conditions like bacterial chondronecrosis and osteomyelitis. Probiotics help in:

- Binding and Neutralizing Endotoxins: Lactobacillus acidophilus and Bacillus subtilis can bind LPS, preventing it from entering the bloodstream.
- Enhancing Liver Detoxification: A healthy gut microbiome reduces the burden on the liver by lowering systemic inflammatory responses.

By keeping endotoxin levels in check, probiotics reduce the likelihood of inflammatory conditions that contribute to lameness.

### 4. Key Probiotic Species for Preventing Lameness

### I. Lactobacillus acidophilus

### **Key Benefits:**

- Enhances intestinal barrier integrity
- Produces lactic acid to lower gut pH and prevent pathogen colonization
- · Improves calcium and phosphorus absorption

### Mode of Action:

Lactobacillus acidophilus is a lactic acid bacterium (LAB) known for its probiotic effects in poultry. It works by colonizing the gut and producing lactic acid, which lowers intestinal pH, creating an environment unfavorable for pathogenic bacteria such as *Salmonella spp.*, *Escherichia coli*, and *Clostridium perfringens* (Wang et al., 2019). A healthier gut leads to better absorption of essential minerals like calcium and phosphorus, which are critical for bone development and reducing skeletal deformities (Khan et al., 2021).

Moreover, *L. acidophilus stimulates* the production of mucins in the gut lining, strengthening the intestinal barrier and preventing systemic inflammation. Chronic gut inflammation is linked to poor musculoskeletal health, making this probiotic particularly valuable in preventing lameness.

### II. Bacillus subtilis

### **Key Benefits:**

- · Produces extracellular enzymes for enhanced digestion
- · Improves bone mineralization and growth
- Reduces gut inflammation and oxidative stress

### **Mode of Action:**

Bacillus subtilis is a spore-forming probiotic that survives harsh environmental conditions, making it ideal for poultry supplementation. It secretes proteases, amylases, and phytases that enhance the digestion of proteins, carbohydrates, and phosphorus, respectively (Hong et al., 2020). These enzymes help improve feed efficiency and ensure optimal mineral uptake for stronger bones. Furthermore, B. subtilis reduces oxidative stress in poultry by stimulating the production of antioxidant enzymes such as superoxide dismutase (SOD) and glutathione peroxidase (GPx). Oxidative stress is a key contributor to bone degeneration and lameness, making this probiotic highly beneficial (Gao et al., 2017).

A study conducted by Hossain et al. (2022) demonstrated that broilers supplemented with B. subtilis had significantly improved bone mineralization and reduced incidence of tibial dyschondroplasia—a major cause of lameness.



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- · Low Feed Intake
- Limited Movement
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### **Directions For Use:**

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- Feed Premix: 0.5-1 Kg per ton of Feed
- Double the Quantity in Extreme Conditions
- Fresh Preparation is Preferred



#### III. Enterococcus faecium

### **Key Benefits:**

- Stimulates immune responses against bacterial infections
- Promotes gut homeostasis and reduces pathogen colonization
- Enhances production of short-chain fatty acids (SCFAs) for better bone metabolism

#### Mode of Action:

Enterococcus faecium is another effective probiotic in poultry that functions by promoting immune system activity and maintaining gut homeostasis. It produces bacteriocins, which are antimicrobial peptides that inhibit harmful bacteria such as *Staphylococcus* aureus and *E. coli*, both of which can contribute to joint infections and osteomyelitis in poultry (Zheng et al., 2021).

Additionally, *E. faecium* ferments dietary fibers to produce short-chain fatty acids (SCFAs), particularly butyrate and propionate. These SCFAs serve as an energy source for intestinal cells and contribute to bone metabolism by enhancing calcium absorption and reducing inflammatory responses (Gharib-Naseri et al., 2019). A trial by Yang et al. (2020) reported that chickens supplemented with *E. faecium* exhibited improved gait scores, better immune function, and a lower incidence of bacterial chondronecrosis with osteomyelitis (BCO), a leading cause of lameness in broilers.

### IV. Pediococcus acidilactici

### **Key Benefits:**

- Enhances nutrient utilization and feed efficiency
- Strengthens gut barrier function
- Supports collagen and cartilage synthesis

### Mode of Action:

*Pediococcus acidilactici* is a lactic acid bacterium that enhances gut health by improving nutrient digestibility and modulating the gut microbiome. It produces exopolysaccharides that reinforce gut barrier function and reduce systemic inflammation.

This probiotic also plays a role in bone and joint health by stimulating the production of glycosaminoglycans, which are essential for cartilage formation. Healthy cartilage reduces joint degeneration, lowering the risk of lameness in fastgrowing broilers.

A study by Lalonde et al. (2021) found that birds supplemented with *P. acidilactici* had improved bone mineral density, stronger joints, and better weight distribution on their legs.

### 5. Lactobacillus reuteri

### **Key Benefits:**

- Inhibits pathogenic bacteria in the gut
- · Produces bioactive compounds that improve bone density
- · Enhances overall skeletal health

### Mode of Action:

Lactobacillus reuteri is known for its ability to produce reuterin, an antimicrobial compound that inhibits pathogens responsible for gut infections. Since infections can lead to systemic inflammation and osteomyelitis, using *L. reuteri* helps mitigate these risks (Santos et al., 2019).

Additionally, L. reuteri has been shown to stimulate bone-forming cells (osteoblasts) while reducing bone-resorbing cells (osteoclasts), leading to improved bone density and reduced skeletal disorders (Schwarzer et al., 2017).

### 5. In-Depth Mode of Action of Probiotics in Reducing Lameness

### 5.1 Improvement of Gut Health and Nutrient Absorption

Probiotics improve gut health by increasing beneficial bacterial populations and enhancing the digestion of complex feed components. This ensures efficient absorption of minerals essential for bone strength, such as calcium and phosphorus.

### 5.2. Reduction of Inflammatory Responses

Probiotics reduce systemic inflammation by modulating cytokine production. They suppress pro-inflammatory cytokines like IL-6 and TNF- $\alpha$  while promoting anti-inflammatory cytokines such as IL-10, preventing joint and bone inflammation.

### 5.3. Strengthening of Bone and Cartilage Development

Probiotic strains like Bacillus subtilis produce extracellular enzymes that aid in calcium metabolism, promoting stronger bones. Additionally, probiotics enhance collagen production, crucial for cartilage development.

### 5.4. Modulation of the Immune System

By enhancing mucosal immunity, probiotics improve the bird's ability to fight off infections that contribute to lameness. This includes stimulation of secretory IgA and the activation of macrophages that eliminate bacterial pathogens.

### 6. Scientific Studies Supporting Probiotic Use

Several studies have demonstrated the efficacy of probiotics in reducing lameness. Research indicates that probiotic supplementation in broilers leads to improved gait scores, reduced bacterial infections, and better bone mineralization.

### 7. Probiotic Supplementation Strategies

Dosage: Optimal probiotic concentration depends on the strain used, typically ranging from 10<sup>6</sup> to 10<sup>9</sup> CFU/g of feed. Administration Methods: Can be provided through feed, water, or direct spraying onto chicks. Synergistic Effects: Combining probiotics with prebiotics enhances their beneficial effects, leading to better gut colonization.

### 9. Challenges and Future Prospects

Variability in Probiotic Efficacy: Different strains have different effects, requiring strain-specific research.

Need for Advanced Probiotic Technologies: Microencapsulation can improve probiotic stability and viability.

Emerging Trends: Synbiotics (probiotics + prebiotics) and genetically modified probiotics are being explored for enhanced benefits.

### 9. Conclusion

Probiotics offer a multifaceted approach to reducing lameness in poultry by improving gut health, preventing bacterial infections, modulating immune responses, enhancing bone strength, and reducing systemic inflammation. Their ability to improve nutrient absorption and gut integrity makes them a promising alternative to antibiotics in modern poultry farming. However, strain-specific research is necessary to optimize their efficacy for targeted health benefits. By implementing probiotic-based supplementation strategies, poultry farmers can significantly reduce lameness, improve bird welfare, and enhance overall production efficiency.

### By: Dr. Nikita Deshmukh

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# Strengthening Immunity, Embracing Uniqueness, Fueling Discovery - Immeureka Pioneers the Future!





### Summer Management Strategies for Commercial Layers

### Dr Raju Jakkula

With forecasts from the India Meteorological Department (IMD) and World Meteorological Organization (WMO) predicting another exceptionally hot year in 2025, poultry farmers must implement effective strategies to mitigate heat stress in commercial layers.

Heat stress, a condition where birds struggle to balance heat production and loss, is not just a welfare concern—it directly impacts egg production, egg quality, mortality, and profitability. In regions like India, where temperatures can climb to 48°C, proactive management is crucial.

### Understanding Heat Stress and Its Impact on Layers

Heat stress occurs when environmental temperatures exceed a hen's thermoneutral zone (18-25°C). Heat stress in layers causes panting, increased water consumption, lethargy, and wing spreading, and in severe cases, it may lead to open mouth breathing and death. Birds under heat stress divert energy from production to thermoregulation, triggering a cascade of negative effects:

- Reduced Feed Intake: Hens instinctively decrease feed consumption to minimize metabolic heat. This can lead to significant nutrient deficiencies. Research indicates that feed consumption can drop by 2.5-4g per degree Celsius above 30°C.
- Impaired Nutrient Absorption: Heat stress compromises gut integrity, reducing digestive enzyme activity and damaging the intestinal lining. This results in poor nutrient utilization and can increase susceptibility to disease.
- Disrupted Gut Microbiota: Heat stress can disrupt the balance of beneficial gut bacteria, leading to inflammation, reduced nutrient absorption, and immune system challenges.
- Lowered Egg Production & Quality: The combined effects of decreased feed intake, poor nutrient absorption, and physiological stress result in: A decline in egg production (losses ranging from 13% to 57% have been reported).
  - Reduced egg weight (typically a 3% to 5% decrease).
  - Thinner eggshells (shell thickness reductions of 1% to 10% are common).
  - Decreased albumen quality, changes in yolk colour, and lower Haugh unit scores.
  - An increased incidence of shell defects, cracks, and breakage.
- Increased Mortality: In severe cases, heat stress can lead to heatstroke and a sharp rise in mortality.
- Economic Impact: Heat stress in layers can severely impact
  profitability, with reduced egg production, increased eggshell
  breakage, and higher mortality leading to economic losses of ₹2
  to ₹3 lakhs per month for a 10,000-bird farm. These challenges
  threaten both short-term revenue and long-term sustainability.

### Strategic Interventions: A Multifaceted Approach

Combating heat stress requires a combined strategy focusing on environmental control and precision nutrition.

### I. Optimizing the Layer Environment

Creating a cooler, more comfortable environment is paramount.

- Ventilation is Vital:
- Mechanical Ventilation: High-capacity fans are essential to maximize airflow, especially in high-humidity environments. Ensure proper fan placement and regular maintenance.
- Cross-Ventilation: Design and maintain houses to optimize cross-ventilation. Keep sidewall openings unobstructed to facilitate efficient air exchange.

### Cooling Strategies:

- Evaporative Cooling:
  - Fogging Systems: Effective in lower humidity regions.
     Use appropriate droplet size to prevent excessive litter wetting.
  - Evaporative Cooling Pads: When used with adequate ventilation, cooling pads can significantly reduce incoming air temperatures.
  - Using thin gunny curtains with a drip system: The
    combination of shade and evaporative cooling lowers
    shed temperature by 3-5°C, improving bird comfort.
    Ensure proper installation, controlled drip rate, and
    drainage to avoid excess humidity.

### Roof Cooling

- Roof Sprinklers: Periodic spraying can reduce heat absorption.
- Straw thatching of roof: Traditional, cost-effective method to reduce heat stress. It provides natural insulation, lowering shed temperatures and improving bird comfort. Ensure a thatch thickness of 6–8 inches, a proper slope for drainage.
- Reflective Roofing: Consider roofing materials with high reflectivity to minimize heat penetration.

### Strategic Housing Management:

- Insulation: Properly insulate roofs and sidewalls to minimize heat transfer into the poultry house.
- Stocking Density: Avoid overcrowding during hot periods to improve airflow and minimize bird-to-bird contact.
- Shade: Provide adequate shade outside the house to reduce radiant heat.
- Litter Management: Maintain dry litter to minimize ammonia production and improve air quality.

### II. Precision Nutrition for Heat-Stressed Layers

Nutritional strategies are key to supporting layers during heat stress.

### Fine-Tuning Feed Formulation:

Energy Balance:



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- To reduce heat stress in layer birds during summer, partially replace carbohydrates with high-quality vegetable oils like soybean or rice bran oil at 1-2% of the diet. This approach increases dietary energy density, providing concentrated energy with less heat production than carbohydrates. It also improves feed palatability, enhances nutrient absorption, and helps maintain egg production under hot conditions.
- When temperatures exceed 27°C, consider increasing dietary energy by approximately 5%.

### · Protein and Amino Acid Management:

- Maintain optimal crude protein levels, as reduced summer feed intake already lowers protein consumption.
- Ensure a balanced amino acid profile (lysine, methionine, threonine, etc.) by supplementing synthetic amino acids to support egg production and quality.
- Use highly digestible protein sources to minimize heat production from metabolism.
- Incorporate protease enzymes to enhance protein digestibility and nutrient absorption, helping to optimize performance in heat-stressed layers.

### Vitamins and Minerals:

- Supplement the diet with 10-15% more vitamins and minerals to compensate for reduced intake and increased needs.
- Vitamin E: Supplement at 100-250 mg/kg to reduce oxidative stress and support immunity.
- Vitamin C: Supplement at 100-200 mg/kg to reduce stress response and support redox balance.
- Vitamin A: Supplement at 15000 IU/kg to support laying performance and immunity.
- 25-Hydroxyvitamin D<sub>3</sub> (Hy-D°): Supplement at 69 µg/kg feed to help layers manage heat stress effectively. Hy-D, a highly bioavailable form of Vitamin D<sub>3</sub>, enhances calcium absorption, maintains eggshell quality even with reduced feed intake, and mitigates the negative effects of stress hormones. It supports immunity and helps sustain productivity during hot weather.
- Phosphorus: Increase phosphorus by 5% to compensate for increased urinary excretion.
- Zinc: Supplement at 80–120 mg/kg to boost immunity, reduce oxidative stress, and support eggshell quality.
- Osmo protectants: Include choline and betaine to support cellular hydration.

### Electrolytes:

- Maintain a dietary electrolyte balance (DEB) of approximately 250 mEq/kg.
- Incorporate sodium from sodium bicarbonate (0.2 to 0.3%) to maintain acid-base balance.

### Gut Health Support

- Use multi-component feed enzymes (Ronozyme MaxLay) to improve nutrient digestibility and maintain gut health.
- · Consider multi strain poultry specific probiotics

(PoultryStar®) to improve gut integrity and prevent performance losses.

### Optimizing Feeding Practices:

 Feed Texture: Offer a coarse mash with added oil to improve palatability and stimulate feed intake. Avoid fine mash.

### · Feeding Schedule:

- Feed during cooler periods (early morning and late evening) to encourage intake and reduce metabolic heat
- Implement "midnight feeding" with 1.5-2 hours of light to encourage feed intake during the coolest part of the night and support calcium deposition for eggshell formation.
- In very hot conditions, consider removing feed during the hottest part of the day.
- Provide supplemental calcium (e.g., coarse limestone) in the late afternoon to support eggshell formation.

### Water Management:

- Availability: Ensure continuous access to cool, clean, and fresh water. Water-to-feed ratio increases from 1.6-2.0 (normal) to 3-4 under heat stress.
- Temperature: Maintain water temperature below 25°C by flushing water lines frequently, especially during peak heat periods (e.g., 10 AM – 4 PM).
- Supplementation: Consider adding electrolytes and Vitamin C to the drinking water.

### Optimizing Feeding Practices:

### III. Additional Management Considerations

- Minimize Stress: Schedule activities like vaccinations and handling for cooler times of the day.
- Lighting Programs: Adjust lighting to encourage feeding during cooler periods.
- Monitoring: Closely monitor birds for signs of heat stress (panting, reduced activity, decreased egg production).
- Vaccination Timing: Administer vaccines early in the morning to minimize stress. Adjust medication volumes for increased water intake during water-based vaccination.

### Conclusion

Effectively managing heat stress in commercial layers demands a comprehensive and proactive approach. By prioritizing environmental control, implementing precision nutritional strategies, and adhering to sound management practices, poultry producers can mitigate the negative impacts of heat stress, safeguard flock health, and optimize layer performance throughout the summer months. Consistent monitoring and timely adjustments remain essential for success.

### Dr Raju Jakkula,

MVSc, PhD (Animal Nutrition),
Nutrition & Health Solutions Manager, South Asia
Animal Nutrition & Health
DSM - Firmenich



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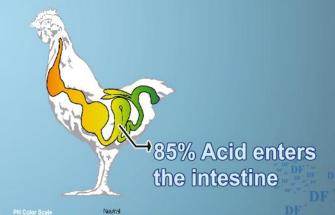
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Mechanism of action of BioCholine: A nutrigenomic & transcriptomic evaluation Department of Poultry Science, University of Georgia Athens, USA



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### **Strengthening Animal Nutrition:** An Insightful Visit to PVS Group, Vijaywada (Andhra Pradesh)



Ricky Thaper (www.rickythaper.com)

During visit to PVS Group of Companies, a delegation of industry leaders explored the company's state-of-the-art manufacturing facility and discussed advancements in animal healthcare, feed additives and nutrition solutions. The delegation - Mr. Ranpal Dhanda, President, Mr. Sanjeev Gupta, Vice-President (HQ), Mr. Ravinder Sandhu, Secretary and Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India, engaged in meaningful discussions with Dr. PV Seshaiah, Chairman and Managing Director, Dr, Amit Kumar Patra, Business Head- Poultry & Livestock, PVS Group and other members of the PVS leadership team, about innovative feed solutions, sustainable nutrition practices, and quality-driven manufacturing. Mr. Arun Pamulapati, Director, PVS Group was on business trip to Camron, Africa.



With a strong global presence in 61 plus countries and over 30 years of experience, PVS Group of Companies continues to play a vital role in enhancing animal nutrition through research, innovation, and high-quality formulations tailored for poultry, dairy, pet and aquaculture industries under the leadership of dynamic Chairman and Managing Director Dr. PV Seshaiah. The delegation toured PVS Group's advanced R&D facilities, where they witnessed the company's commitment to scientific advancements, precision formulation and stringent quality control measures. Discussions focused on emerging challenges in the feed industry, regulatory frameworks and the adoption of cutting-edge biotechnological solutions to improve animal health, performance, and sustainability. Dr. PV Seshaiah, CMD, PVS Group, added that such visits and engagements reinforced their commitment to transparency and excellence in delivering solutions that meets the diverse needs of the animal healthcare industry.





Dr. PV Seshaiah, told the visiting delegates that their company has good market share in Europe, South America, Africa, Middle East, South Asia and South East Asia and they have been regularly hosting their international clients to their state of the art facility, where they specialize in manufacturing a comprehensive range of advance animal supplements, feed additives, advanced probiotics and GMPcompliant antibiotics. Mr. Arun updated that METABO, their flagship product is in great demand, both in national and international markets. METABO has established its presence in more than 15 countries, with many more countries in the process of registration. METABO and their other products stands as a testament to PVS Group commitment to enhancing poultry health globally. Dr. Amit Kumar Patra, Business Head, said that the trust and support from their customers around the globe, inspires them to keep innovating and delivering the best in the animal healthcare sector.











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It was great to interact with Dr. PV Seshaiah who is master in his subject with MVSC in Pharmacology. On Social front, Dr. PVS is very active as the founder President of Aquaculture Healthcare Products Manufacturers Association (AHMA). Dr. PVS has been nominated as Executive Council Member in Krishna University is also on Advisor Board of Studies Acharya Nagarjuna University. Dr. PVS is Chairman of Krishna District Floor Ball Association and is also Fellow Andhra Pradesh Academy of Sciences. Poultry Federation of India Core Team members deeply appreciated the warm hospitality extended by the PVS Group team, making the visit both insightful and memorable. Their dedication to excellence, sustainability, and innovation further reinforces the importance of industry collaboration in driving the future of animal nutrition.



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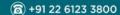
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### O.P. SINGH

### PIONEERING INNOVATION IN THE INDIAN POULTRY INDUSTRY

With his pioneering work in poultry nutrition, biotechnology, and sustainable farming, this visionary is not just transforming an industry - he is shaping the future of global food production.

- By Chandran Iyer

Tycoons magazine cover story for March 2025 edition.







Cracked or broken eggshells account for 80 to 90% of eggs that are routinely downgraded. The eggshell serves not only to maintain the egg's structure, but it is also the first barrier against bacterial penetraion and must be free from defects in order to opimize the safety of the contents for human consumption.

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In the ever-evolving landscape of the Indian poultry industry, one name stands out as a beacon of innovation and leadership - O.P. Singh. His humble beginnings mark the curious brain of a technophile while exploring the depths of biochemistry to his transformation into a visionary entrepreneur, his journey exemplifies the seamless fusion of scientific expertise and business acumen.

As the Managing Director of ABTL, Mr. Singh has not only revolutionized poultry nutrition but also set new benchmarks in sustainability, technological advancement, and global industry leadership.

His career trajectory underscores a deep-rooted belief: scientific research, when translated into practical solutions, can drive meaningful industry progress. "As a scientific leader, I was always passionate about innovation," says Mr. Singh. "But I realized that research alone is not enough—it must be translated into real-world solutions that every stakeholder, from large integrators to small farmers, can access at their doorstep.



# A VISION FOR A SUSTAINABLE POULTRY INDUSTRY

The poultry industry faces numerous challenges, from disease management to sustainability & productivity enhancement. Recognizing these complexities early on, Mr. Singh dedicated himself to developing and commercializing innovative feed additives and health solutions that not only improve poultry performance but also align with sustainable farming practices. "Our goal has always been to create advanced solutions that cater to both local and global market needs," he explains. "Through constant research, datadriven results, and farmer education, we have been able to introduce pioneering enzymebased feed solutions that optimize livestock nutrition and enhance sustainability".

Through constant research, datadriven results, and farmer education, we have been able to introduce pioneering enzyme based feed solutions that optimize livestock nutrition and enhance sustainability.



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### ACADEMIC FOUNDATIONS: THE SCIENCE BEHIND THE SUCCESS

Mr. Singh's academic journey laid a strong foundation for his future achievements. He earned a Master's degree in Biochemistry from the prestigious Banaras Hindu University (BHU), equipping him with an indepth understanding of molecular and enzymatic processes. To complement his scientific expertise with business strategy, he pursued a Master's in Business Administration from Kellogg's School of Management, USA. This rare combination of scientific depth and business acumen would later prove instrumental in bridging the gap between research and commercialization an asset that would define his future endeavours.

was always passionate about innovation," says Mr. Singh. "But I realized that research alone is not enough—it must be translated into real-world solutions that every stakeholder, from large integrators to small farmers, can access at their doorstep.



### **OVERCOMING INDUSTRY CHALLENGES WITH INNOVATION**

"The Indian poultry industry holds immense potential, but navigating regulatory hurdles, strengthening the supply chain, addressing price sensitivity, and ensuring biosecurity are critical challenges," Mr. Singh notes. "Our focus has always been on localizing global expertise to meet India's unique market needs, fostering strong partnerships with integrators and farmers, and driving innovation for cost-effective, high performance solutions." He also emphasizes the importance of investing in brand trust and consumer awareness to promote safe, high-quality food. "Ultimately, our goal is to build consumer confidence, ensuring a thriving poultry ecosystem that supports the food chain and future generations.





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# ESTABLISHING INDUSTRY GIANTS AND PIONEERING ENZYME-BASED NUTRITION



Early in his career, Mr. Singh played a pivotal role in establishing major poultry brands. He is a trailblazer and expanded avenues to strengthen Indian poultry industry to leave its mark globally.

"When we introduced enzyme-based feed solutions at ABTL, the concept was still in its infancy in India," he recalls. "The industry was heavily dependent on conventional feed formulations, and there was little awareness regarding enzymology and the scientific application of fermentation technology in animal nutrition. We worked relentlessly to educate the market, demonstrating the tangible benefits of enzymes through extensive trials and data-driven results."



The industry was heavily dependent on conventional feed formulations, and there was little awareness regarding enzymology and the scientific application of fermentation technology in animal nutrition. We worked relentlessly to educate the market, demonstrating the tangible benefits of enzymes through extensive trials and data-driven results."

### **ABTL: A GAMECHANGER IN POULTRY NUTRITION**

Driven by a relentless pursuit of excellence, Mr. Singh ventured into enzymology and its applications in animal feed—a relatively unexplored domain at the time. With this vision, he laid the foundation for ABTL, pioneering the use of enzymes in feed to enhance efficiency and sustainability. This groundbreaking approach, initially ahead of its time, eventually gained widespread acceptance, positioning ABTL as a leader in biotechnological solutions for animal health and nutrition. Under his leadership, ABTL has witnessed remarkable growth, expanding beyond India into Southeast Asia, including Sri Lanka, Vietnam, Nepal, Oman, and Bangladesh. We are also pioneering precision gut health solutions, climate-resilient poultry nutrition, and sustainable feed additives aimed at reducing the carbon footprint. "Our commitment to innovation is evident in our R&D investments," Mr. Singh states. "We allocate 20% of our annual revenue to research and development—one of the highest in the industry. This continuous investment ensures that we stay ahead of the curve in developing next-generation feed additives that improve poultry health, enhance feed efficiency, and promote sustainability."



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We are also pioneering precision gut health solutions, climate-resilient poultry nutrition, and sustainable feed additives aimed at reducing the carbon footprint.

# INTERNATIONAL EXPANSION & INDUSTRY RECOGNITION

Expanding ABTL beyond India into Southeast Asian, Middle Eastern, & African markets was a strategic move driven by the region's booming poultry industry, increasing demand for sustainable feed solutions, and growing focus on antibiotic alternatives. "Our international growth was fuelled by a combination of market research, localization, strategic partnerships, and innovation," he explains. "With our state-of-theart manufacturing facility, our ability to customize products, and our top-notch performance metrics, we have established ourselves as a trusted name in global markets"

# Rising star in Animal Health by IPJA in 2009. Best company in Animal Nutrition by Navabharat AgriTech Summit in 2018. Best Animal Health & Nutrition Company by IPJA in 2019. Best service in the Poultry Industry by Hybiz Tv in 2023. Best CEO in the Poultry Industry by NRS Group in 2023.

# BREAKTHROUGH INNOVATIONS IN POULTRY NUTRITION

"At ABTL, we have introduced groundbreaking innovations in multi-enzyme formulations, bioactive peptides from fermentation, and systemic enzyme technology that address industry challenges,"Mr. Singh highlights. "We are also pioneering precision gut health solutions, climate-resilient poultry nutrition, and sustainable feed additives aimed at reducing the carbon footprint." Additionally, ABTL is exploring artificial intelligence (AI) into poultry farming to optimize performance parameters. "We are actively exploring Aldriven solutions that integrate data analytics, machine learning, and automation to enhance farm productivity while ensuring bird health and welfare," he adds.

Driven by a relentless pursuit of excellence, Mr. Singh ventured into enzymology and its applications in animal feed - a relatively unexplored domain at the time. With this vision, he laid the foundation for ABTL, pioneering the use of enzymes in feed to enhance efficiency and sustainability.



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### A COMMITMENT TO **SUSTAINABILITY AND FUTURE GROWTH**

"The poultry industry is at a critical juncture where sustainability and efficiency must go hand in hand," Mr. Singh states. "At ABTL, we recognize that long-term growth is only possible if we align our operations with environmental responsibility. Through precision nutrition, resource optimization, and Al-driven farm management, we are committed to ensuring a low-carbon, high performance poultry industry." Looking ahead, Mr. Singh envisions ABTL evolving into a global leader in science-driven, sustainable solutions for the livestock industry. "The future of animal nutrition lies in nextgeneration gut health solutions, microbiome science, systemic enzymatic solutions, and Aldriven disease diagnosis," he explains. "Our goal is to continue innovating and ensuring that India plays a defining role in shaping the global poultry industry.

# **FROM NICHE TO** MAIN STREAM TECHNOLOGY

### A LEGACY OF **INNOVATION AND LEADERSHIP**

Beyond corporate leadership, Mr. Singh is a thought leader and industry influencer, actively mentoring young professionals in the agri-tech and poultry sectors. His message to the next generation is simple yet profound:

"Scientific knowledge is essential, but the ability to translate it into scalable, practical solutions is what drives impact. Stay curious, challenge conventional methods, and embrace disruption - because that is where true progress lies."

With his pioneering work in poultry nutrition, biotechnology, and sustainable farming, O.P. Singh is not just transforming an industry - he is shaping the future of global food production.



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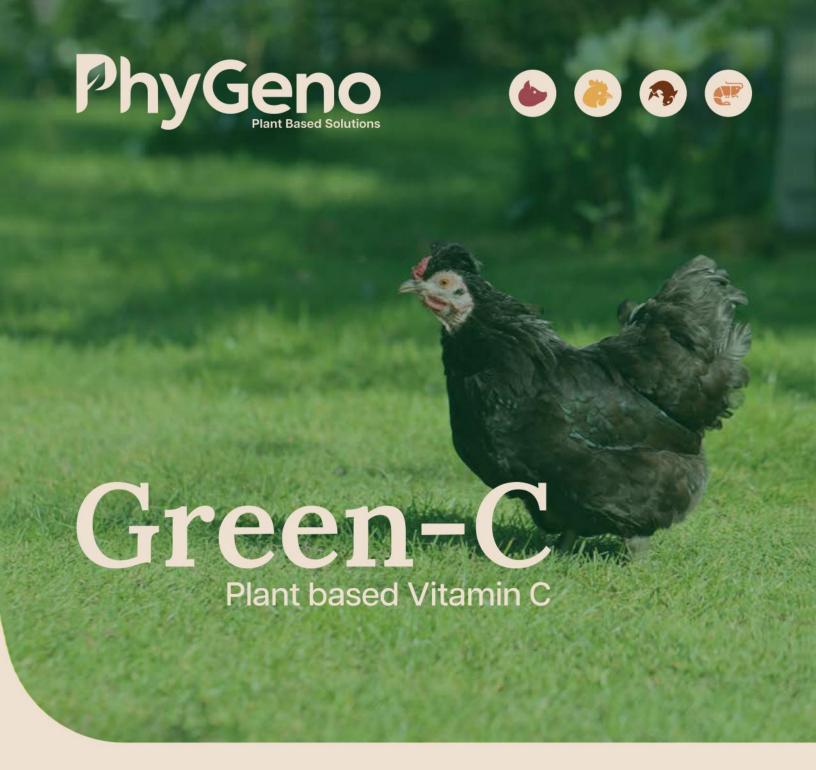
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### **Envu India Leads Stakeholder** Dialogue on Poultry Pest Management in Pune

Envu India successfully conducted a technical stakeholder meeting on poultry pest management on 24th January 2025 at Lemon Tree Premier, City Centre, Pune. The meeting saw active participation from around 70 poultry professionals, including farm owners, veterinarians, and technical experts from the region.



The event was coordinated by Mr. Hemant Sindhu, Rural Hygiene Manager - India, in collaboration with local ASM Mr. Abhijit Teli. The objective of the meeting was to raise awareness and share solutions around managing pest-related challenges in commercial poultry farming.



Dr. Ashish Dokras, Head of Market Development and Technical Services at Envu India, delivered an in-depth technical session on insect and non-insect pests impacting poultry operations. His presentation focused particularly on house flies, ticks and rodents, which are major contributors to losses in egg quality and pose serious



risks to biosecurity in layer poultry environments. Dr. Dokras also outlined science-driven pest management strategies and introduced effective solutions from Envu's portfolio to help farmers mitigate these risks.

The event was conducted in the local language, which ensured clear understanding and meaningful dialogue among participants. Attendees actively engaged in the session, raising farm-level challenges and seeking advice on integrated pest control approaches.

Participants included representatives Dr. Anju Deshpande, Dr Ajay Deshpande - SPBF & H Pvt Ltd, Dr. Dinesh Kumar Ladani - Venkateshwara Research and Breeding Farm, Dr. Shivaji Bidgar - Baramati Agro Ltd, Dr.Naresh P. Kadu - Indian Poultry Services, Sham Bhagat - Bhairavnath Hi Tech Agro Pvt Ltd., Dr Pankaj Gandhewar - Premium Hatchery, Dr Shree Waghole - Bhairavnath Poultry Farm, whose presence added regional depth to the discussions.

The response to the meeting was overwhelmingly positive. Participants expressed appreciation for the technical clarity, practical relevance, and interactive approach of the session. Many attendees noted that they gained actionable insights into pest control practices that can directly improve the health, hygiene, and productivity of their poultry operations.

The session concluded with a vote of thanks by Dr. Vijay Gadge & Dr. Pankaj S Tuptewar, Avianz Life Science, Pune, who acknowledged the contributions of the Envu India team and emphasized the importance of continued knowledge-sharing initiatives in strengthening poultry biosecurity standards.









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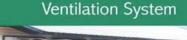


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# VIV Asia 2025: A landmark event showcasing industry excellence and market leadership







The 17th edition of the complete feed-to-food global trade show in Asia concludes with a massive success

VIV Asia 2025 successfully reaffirmed its position as the leading and most trusted B2B platform for the feed-to-food industry in Asia, convening over 51,000 professional visitors from 129 countries, with products and services from 1,500 exhibitors across 63 countries.

Held from March 12-14, 2025 at IMPACT Exhibition Center, Bangkok, the event delivered an electrifying showcase of innovation, expertise, and global collaboration, and drew top industry leaders, innovators, and key decision-makers from around the world. Over three action-packed days, attendees engaged in high-level networking, groundbreaking knowledge exchange, and immersive product displays, reinforcing VIV Asia's unrivaled influence in the sector.

"As a cornerstone of the animal protein industry, VIV Asia is where professionals converge to drive progress and capitalize on new market opportunities," says Birgit Horn, Managing Director at VNU Europe/VIV Worldwide. "Our ongoing commitment is to support industry growth, enhance collaboration, and cement VIV Asia's role as the sector's leading global event."

This edition testified to that same commitment through the special announcement of VIV Select India. Set to take place on April 2026, VIV Select India is committed to fostering long-term industry relationships, ensuring that the event remains a sustainable and impactful trade platform for years to come. With India's livestock, poultry, dairy, and aquaculture sectors experiencing rapid transformation, VIV Select India will serve as a key business and networking hub, connecting international exhibitors with leading Indian buyers, integrators, and producers.

# THION MAN TO THE POLITICAL TO THE POLITI

### A platform for innovation and industry advancement

As a hub for cutting-edge developments, VIV Asia 2025 spotlighted advancements in animal disease prevention, regenerative agriculture, and precision livestock farming among many others. Attendees also engaged in a comprehensive program of over 150 knowledge-packed sessions led by 300 thought leaders and industry pioneers.

Other important highlights were the Dutch pavilion and the Thai-Dutch seminar on Resilient Food Systems & Livestock Innovation.

Speaking on HAN as a new co-location in this year's VIV edition, Justin Pau, CEO of VNU Asia Pacific, shares, "HAN Asia is a future-focused platform that connects the entire supply chain from farm to food, bridging horticulture, agriculture, and food processing for a holistic, sustainable industry approach." This powerful combination consolidated the entire seed to feed to food value chain under one roof, creating significant opportunities for cross-sector collaboration and business development.

### A successful conclusion to VIV Asia 2025

With a strong track record of success and a commitment to delivering value-driven experiences, VIV Asia 2025 marked another milestone in the VIV worldwide portfolio.

The VIV worldwide team and its partners extend their gratitude to the exhibitors, attendees, and supporters who contributed to making VIV Asia 2025 a massive success, and look forward to the next edition of VIV Asia scheduled to take place from March 10-12, 2027.

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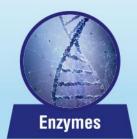




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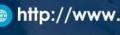


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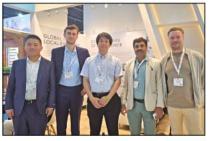


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# Crowdfunded Initiative – A Nationwide Maize Survey





**Left to Right:** Mr Ankur Kohli, Mr Divya Gulati, Ms Nayantara, Dr Swarna Subba Rao, Mr Naveen Pasuparthy, Mr Amit Sachdev and Mr Vikas Dhull, representing North India & PFI.

### "Maize is the most important raw material for the poultry sector.

- Approximately 68% to 72% is feed cost, with 60% maize, for producing one Kg of live broiler, and
- Approximately 70% of the feed cost is 55% maize, which is used to produce one table egg.

Looks like we are into the grain business & not the poultry.

### Shortly, factors adding pressure on maize are -

- Use of Maize for Ethanol production.
- Growth of the egg sector by 5%.
- Growth of broilers at 6% & last but not least,
- · Slow growth of crop agriculture at 1.7% annually.

So, the poultry sector's dependency on one cereal/grain, "MAIZE," is crucial for its sustainability, survivability, and profitability.

From this perspective, a three-year digital maize production exercise is undertaken, using digital technology, analytical tools, machine learning, algorithms, and scientific survey methodology.

The project will give us close to accurate data on the total acreage under maize cultivation, its health during the growth phase, and estimates of maize production and yields.

The data will be available to the sector in real time, covering 95% of India's Maize production area (207 districts in 17 states in Kharif, Rabi, and Zaid seasons) ahead of the harvest.

### Why this project?

- We can estimate Indian maize production season-wise & take corrective action for production planning, if needed.
- The poultry sector can inform the Ministry of AH, Dairy, Fisheries & Poultry of maize supply and impact policy changes, if necessary.
- Share this data with the Ministry of Agriculture, its policy/action on a need basis.
- Share this data with the Ministry of Commerce for its attention and action, if needed.
- Share data with the Ministry of Petroleum as they divert maize from time to time for Ethanol production.
- Based on this data, we can suggest solutions for the Government of India's GM and non-GM policies.
- Data will also impact the outlook for Maize DDGS.

For the first time, post-independence, the Karnataka Poultry Farmers & Breeders Association initiated the concept of "crowdfunding" to fund this "National Maize Survey & Production" exercise.

### We acknowledge the financial support from-

- · CLFMA of India,
- · Poultry Federation of India,
- Poultry Breeders Coordination Committee (VenCobb),
- Broiler Coordination Committee,
- Telangana Poultry Breeders Association,
- · West Bengal Poultry Federation,
- Maharashtra Breeders Association,
- Central India VenCobb Broiler Breeders & Hatcheries Association
   & Odisha Poultry Association.

To prepare the RFP, select the vendor, and monitor this project's progress at regular intervals (once every 15 days), the "Maize survey working committee" was formed. The committee comprises,

- Mr Ankur Kohli (24 years of experience in GIS, satellite & spatial technologies & ExVP, Rolta India Ltd).
- Dr Swarna Subba Rao (former Survey General of India),
- · Mr Divya Gulati, Chairman, CLFMA of India,
- · MrVikas Dhull, representing North India & PFI,
- · Mr Dinesh Muthuswamy, BCC.
- Mr Naveen Pasuparthy, President, KPFBA & Dy Chairman, CLFMA.

### India having

- 700 districts of which
- 550 districts are agriculture-based economy &
- · 207 of these are maize growing districts.

The survey will meticulously capture the crop's health during its growth phase, temperature, humidity, rainfall, land area under maize cultivation, yield calculations per acre, factors impacting yield, etc., in real time.

Dashboards are set up to monitor the above across the country during all three seasons (Kharif, Rabi, and Zaid). The dashboard is updated once every 15 days, giving the sector visibility into crop conditions. The data generated will also be shared with all associations that have been a part of this journey.

The working committee's first meeting was held on 9 April 2025 at the Novotel, Hyderabad Airport. The project plans to start with a selected vendor from the Kharif 2025 season.

As we conclude this note to the sector, we propose to recall some sayings.

- It's better to try & fail than not to try at all.
- Miles to go before I sleep, miles to go before I sleep.
- Efforts are guaranteed 1000%, results are not.

Once again, we thank all associations for coming together on one platform to fund and support this important exercise for the poultry sector.





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\* Fouad et al., 2012



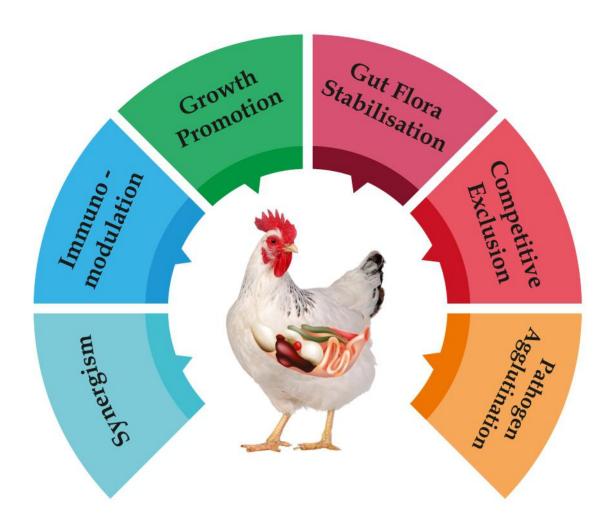






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### **EW Nutrition Acquires Majority** Stake in GREEN INNOVATION

EW Nutrition, a global provider of animal nutrition solutions, announced today that it has acquired the majority stake in Austrian company Green Innovation, producer and patentholder of several in-feed solutions in the gut health space.

Green Innovation, based in Innsbruck, and EW Nutrition, headquartered in Northern Germany, have signed the agreement on Thursday 20 March. "By acquiring 52% of our company, EW Nutrition implicitly recognizes the strength of our solutions, know-how, and technologies. We are happy that we found such a solid and dynamic partner, and we are excited to work together for the next level of animal gut health," says Alexander Herbst, CEO of Green Innovation.

For EW Nutrition, solutions such as Ventar D, Pretect D, Activo or Activo Liquid have already carved an important space in the gut health arena. "With the addition of Green Innovation's solutions, we see a great opportunity to complete our gut health portfolio and to position ourselves for the future. Challenges are evolving and so our solutions must evolve as well," notes CEO Jan Vanbrabant.

With the fourth acquisition in the last five years, the company shows its continued drive toward further development and expansion. The new deal gives EW Nutrition majority ownership of innovative brands such as Argat or Oxilem, as well as patents, know-how, and a number of team members who will manage the transfer together with their legacy counterparts.

Green Innovation customers will be supported to the usual high standards, while the assets, brands, and go-to-market will be transitioned to EW Nutrition in the coming period.

The financial details of the sale remain confidential.

### **About EW Nutrition**

EW Nutrition is a global animal nutrition company that offers comprehensive, customer-focused solutions for gut health management, feed quality, digestibility, and more.

Website: ew-nutrition.com Contact: info@ew-nutrition.com

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### **Proceedings of the National Workshop**

## on "Breakthroughs in Meat and Poultry Packaging and Shelf-life: Best Practices and Industry Standards"



A National workshop on "Breakthroughs in Meat and Poultry Packaging and Shelf-life: Best Practices and Industry Standards" was organised at ICAR-National Meat Research Institute, Hyderabad on 12th February, 2025. Bringing together stakeholders including regulators, exporters, standard-setting bodies, integrators, unicorns, and start-ups, the workshop focused on revising relevant Indian standards and guidelines to enhance the retail ecosystem for meat and poultry, boosting both domestic and export market opportunities. Dr. Raghavendra Bhatta, Deputy Director General (Animal Science), ICAR, New Delhi, inaugurated the workshop. Dr. S.B. Barbuddhe, Director of ICAR-NMRI and Dr. Naveena, B.M., ICAR-National Fellow and the convenor, officials from DAHD, FSSAI, APEDA were also present. The consultative meeting and the workshop was chaired by Prof. P.K. Shukla, Chairman of FSSAI's Scientific Panel on Meat and Poultry. More than 81 participants including representatives from 15 Industries have participated in the workshop.

### **Chairpersons and Convenors:**

- Chairman: Dr. P.K. Shukla, Professor & Head, DUVASU, Mathura, Chairman of FSSAI Scientific Panel on Meat and Poultry, New Delhi
- Co-Chairmen: Dr. Gagan Garg, Deputy Commissioner (Trade), Department of Animal Husbandry & Dairying, Govt. India, New Delhi
  - Mr. Balu Naik, Deputy Director, FSSAI-Branch Office, Hyderabad
  - Dr. Sonia Sharma, Joint Commissioner, AQCS, Hyderabad
- Convenor: Dr. Naveena B.M., National Fellow, ICAR-NMRI, Hyderabad

### **Session Summaries**

- 1. Regulatory Framework and Standards for Meat and Poultry Packaging and Shelf-Life: Ensuring Safety and Quality- Lead Speaker: Dr. Naveena B.M., ICAR-National Fellow, NMRI, Hyderabad
- The necessity of redefining the FSSAI's definitions of raw, chilled, and frozen meat to align with industry advancements.
- The need for clearer guidelines and regulations regarding shelflife of chilled meat from FSSAI to avoid ambiguity in the processed meat and poultry markets and e-commerce platforms.
- The importance of establishing a Meat & Poultry Board to address sector-specific challenges and ensure structured growth.
- Emphasizing the demand for practical and easily implementable regulations to support industry expansion.
- **2. Cryovac Packaging Solutions for Meat and Poultry** Lead Speaker: Mr. Ramdas Kolekar, Business Development Lead (India & SAARC), Sealed Air Packaging Materials India LLP, Mumbai
- Overview of Sealed Air's protective packaging and diverse food packaging portfolio.
- The role of SEE India in consultancy, packaging material innovation, equipment solutions, and stability testing.
- Contributions to reducing food wastage, achieving zero scrap, and improving freeze-ready, easy-open, and vertical display packaging options.

### 3. Introductory Comments from Chairman-Dr. P.K. Shukla

- Origin of FSSAI, role in empowering producers and safeguarding domestic consumers
- The dynamic nature of FSSAI standards due to continuous technological advancements.
- The evolving nature of FSSAI standards to meet industry demands while keeping consumer safety in mind.
- Integration of voluntary Bureau of Indian Standards (BIS) into FSSAI regulations. Difference between standards and guidelines.
- Production by masses in India and issues in formulating specific vertical standards across all the commodities under different processing, packaging and storage conditions.
- · Comments from co-chairman-Dr. Gagan Garg
- Insights into international meat shelf-life regulations and India's export potential.
- Comparison of domestic and export meat shelf-life standards, with examples such as Algeria allowing up to 120 days for Indian buffalo meat under super-chilling conditions.
- · Recent export promotion initiatives aimed at economic growth.
- The critical role of packaging and processing in extending meat shelflife.

### Comments from co-chairman-Dr. Sonia Sharma

- India's meat consumption patterns and hygiene-related challenges. Differences in per capita meat availability in India vs. Hong Kong.
- Challenges in cold chain management, slaughterhouse hygiene, and packaging.
- The necessity for microbiological screening at every stage from farm to fork due to increasing global demand for safe meat.

### Comments from co-chairman-Mr. Balu Naik

- Government of India's efforts in food safety and quality assurance and significant government investments in quality assurance.
- Emphasis on shared food safety responsibility among manufacturers, retailers, and consumers.
- FSSAI initiatives to train stakeholders, including screening programs at schools and temples.
- Promotion of local and seasonal food consumption and introduction of the Street Food Hub initiative and food safety vehicles for public awareness.

### 4. Interface meeting with meat and poultry industry representatives & researchers

**Frigerio Conserva Allana Ltd., Mumbai**- Dr. Shirish Shirsat, Director Operations

- Achievements of Allana with exports of up to 200 metric tonnes of buffalo meat to 84 countries.
- The concept of Vacuum-Packed Chilled Meat (VPCM) used by Allana for years.
- · Demand for certification of technology suppliers.
- Importance of maintaining 0°C in vacuum packaging for extended shelf-life (60-75 days for VPCM vs. 2-4 days for open chilled meat).
- Need for technological interventions to boost meat production.

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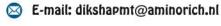












Customer Care No. For India:-



Venky's Foods, Pune- Dr. Santosh Walashe, AGM (Quality Operations)

- · Need for removing fixed shelf-life labels from packaging.
- Special attention required for comminuted meat and meat products.
- Microbial quality should be the primary criterion for determining product fitness.

**Licious, Delightful Gourmet Pvt. Ltd., Bangalore**- Mr. Rajesh, Chief Quality & Sustainability Officer

- Importance of fresh and processed meat in ensuring nutritional security in India.
- Impact of extended storage on environmental sustainability and biobased packaging.
- Differentiating quality from safety.
- Need for both vertical and horizontal standards and demarcating standards and guidelines.

Indbro Research & Breeding Farms Pvt. Ltd., Hyderabad- Dr. N. Kotaiah, MD

- Advocacy for antibiotic-free broiler production under "No Antibiotic Ever (NAE)."
- Improved meat quality in slow-growing broilers.
- Sealed Air Packaging Materials India LLP, Mumbai- Mr. Yashesh Lodaya, Director (I&D)
- Key elements for extended shelf life: correct conditions, processing, and technology.

**Camlin Fine Solutions, Mumbai**- Ms. Niti Chavan, Head-Technical Food Division

- Lack of regulations on processing ingredients especially natural ingredients.
- Essential oils (especially rosemary extract) as antioxidants and antimicrobials in foods and setting the limits as per EU or Codex guidelines.

Sneha Chicken, Hyderabad-Mr. Yakub Reddy, QA Manager

 Potential migration of contaminants through packaging and the need for practical guidelines.

Country Chicken Co., Hyderabad: Mr. Gaurav, Manager

 Need for better training and awareness among food handlers and hand-holding opportunities for small-scale entrepreneurs.

Sardar Chicken, Delhi-Sarabjit Singh

 Importance of adopting advanced technologies in poultry processing and standards for vacuum packaged and modified atmosphere packed meat and poultry.

**Startup Perspectives:** Concerns over enforcement of food safety issues by FSSAI officers/food safety inspectors at ground level.

### **Academic Representatives**

**Dr. E. Naga Mallika, Prof. & Head, SVVU, Garividi, AP:** Need for clarity in milk packaging regulations.

**Dr. M. Kiran, Associate Professor, KVAFSU, Bidar, Karnataka:** Role of ICAR-NMRI in bridging industry, academia, and R&D efforts.

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

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

 Revisiting the definition of fresh or chilled or frozen poultry meat to harmonize with internationally recognized standards.

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



Hon'ble DDG (Animal Sciences), ICAR, New Delhi delivering the inaugural address



Prof. P.K. Shukla chairing the stakeholder discussion and the National workshop



Delegates of the National workshop at ICAR-NMRI, Hyderabad





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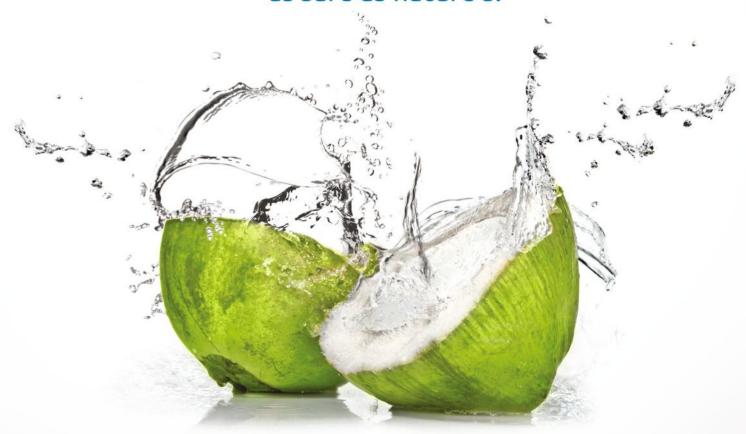


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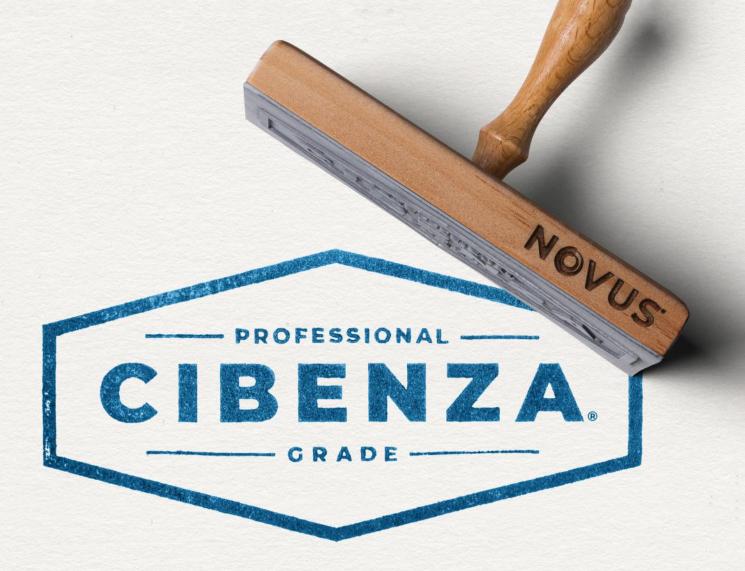
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