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RNI No.: HARBIL/2006/18915 POSTAL REGN. NO. PKL-77/2024-2026 Find Digital Edition on www.srpublication.com Rs. 20/- OCTOBER 2025
VOLUME 20 ISSUE 6

DISPATCH DATE: 7 OCTOBER 2025

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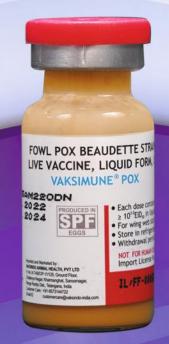




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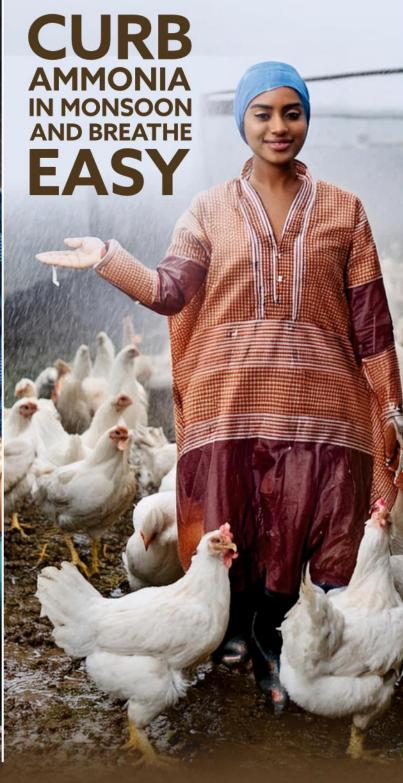


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From the Editor's Desk

Explosion of Shows!

In the initial days of Poultry, a few decades ago, farmers were eagerly awaiting any show/exhibition as an opportunity to know about innovation, learning, useful information, new products, and exchange of ideas from all the gathering. They were always excited to get to know something new and happy about taking home knowledge and points. They also got an opportunity to meet their friends from and fellow farmers from other places, and refresh their relationship. The pharma, the breeding, the equipment, the vaccine, feed companies, and several others were present, explaining and promoting their latest products, domestic and imported. A few multinational and foreign companies were also present amongst a large gathering of domestic participants. Year after year, the size and number of the show grew to enormous levels that we have reached today. In the meantime, a lot of changes have evolved. Firstly, Minnie Organisers commercialised the entire show only with the intent to make profits - obviously, the welfare objective was compromised. The tariffs got raised, that became unquestionable with almost reducing to the effect of take it or leave it. The composition of the exhibitors changed from increasing multinational participants wanting to participate to somehow entering India as a priority rather than the cost-benefit. In some cases, the number of exhibitors far outnumbered the number of visitors; the venue got more expensive with time. To attract local farmers in large numbers became a challenge. Power corrupts, and absolute power corrupts absolutely. One of the dominant organisers went out to suppress the regional and generally small exhibitors, who were mostly run by the media.

Over time, the dis granted, participants, and exhibitors started supporting regional shows. The regional show organisers did an effective job by way of lower financial cost, larger farmer participation, value for money, genuine benefits at the grassroots level of imparting knowledge, education, and informing farmers of the technical advancements, and more so in their regional language. The economics of such shows have become considerably easier these days as many regional associations and regional federations organise mini shows easily, gathering sponsors that make it possible for such shows. Now we have a mushrooming of shows by the regular organisers, new organisers, institutions, and universities, with the dates clashing in a manner that more than two or three shows exactly on the same dates happen in different parts of the country. This is a new dilemma. We have moved from one extreme to another. Probably, we need a master organiser in their class to bring them under unity. All the regional show organisers need to make it more meaningful for the industry.

The Trump tariff drama in the USA is not coming to an end. It is ridiculous that the oldest democracy is making influential decisions that seem to be more emotional than rational.

The Strategic Mutual Defence Agreement between Saudi Arabia and Pakistan - a result of the deep desire to become a Khalifa of the Muslim world, competing with Iran and Turkey. It wants to proclaim itself as the strongest Muslim leader. This has been heavily challenged by Iran and, recently, Turkey. The Saudi and Indian relationship under the new government was steadily and deeply growing, which may now be deeply impacted negatively. To support a rogue and terror nation like Pakistan and to defend it against India may be a blunder by the Saudis. Globally, the credibility of Saudi Arabia is questioned.



Publisher:

POULTRY TECHNOLOGY

Address:

1325-P, Second Floor, Sector-32, Urban Estate Near Hotel Noor Mahal KARNAL-132 001 (Haryana) INDIA

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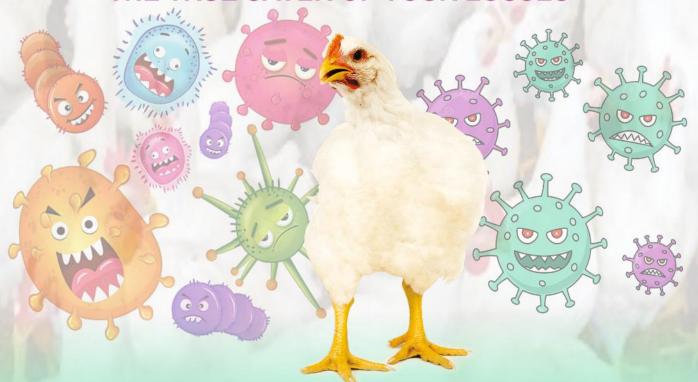




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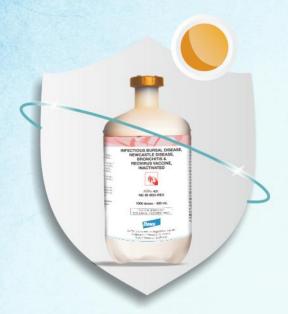


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Owned, printed, published & edited by Jyoti Arora C/o S.R. Publications, published at 1325, 2nd Floor, Sector 32, Near Hotel Noor Mahal, Karnal. Printed at Khattar Printing Press, Railway Road, Karnal - 132 001 (Haryana)

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एनकाउंटर न0 267- एक ऐसा लेख जो हम सबको प्रेरणा देगा, विशेष रूप से हमारे यंग फील्ड कार्यकर्ताओं को, उसकी सराहना क्यों ना की जाये?



यह लेख पोल्ट्री की कई मैगजीन में प्रकाशित हो चुका है परन्तु सबसे पहले यह लेख नेशनल मैगजीन Corporate Tycoon Magazine में कवर स्टोरी के रूप में प्रकाशित हुआ। इसके लेखक हमारे पोल्ट्री जगत से नहीं है, बाहर से प्रसिद्ध लेखक Chandran Iver ने बहत ही सुंदर अंग्रेजी भाषा में किया है। यह भी एक हर्ष की बात है कि पोल्ट्री जगत से बाहर की मैगजीन किसी पोल्टी जगत के कर्मठ व्यक्ति के व्यक्तित्व का परिचय विश्व पटल

पर रखे। भारतीय पोल्ट्री इंडस्ट्री के लिए यह व्यक्ति कोई नया नहीं है। बहु परिचित हैं एवं चर्चित है। मैगजीन के नाम से ही आपको पता चल गया होगा कि इसके कवर स्टोरी के मुख्य सितारे अम्बानी, अडानी, टाटा, बिरला, महेंद्रा, बजाज इत्यादि जैसे कॉर्पोरेट जाने माने लोग होंगे। इन सितारों के बीच कवर स्टोरी पर भारतीय पोल्ट्री जगत के चमकते सितारे कवर स्टोरी पर आना चिकत भी करता है। परन्तू साथ ही पूरी पोल्ट्री इंडस्ट्री को हर्ष एवं उल्लास भी देता है। लेख का टाइटल या शीर्षक, लेख के अन्दर क्या है, सब कुछ बयां कर देता है – "O.P. Singh Pioneering Innovation In The Indian Poultry Industry" | यह लेख मार्च 2025 में आया जिसे कुछ जागरूक पोल्ट्री एडिटरों ने हर्ष और उल्लास के साथ अपनी मैगजीन में जगह दी, बल्कि मैगजीन को सुशोभित किया।

मैं लेख का अनुवाद नहीं कर रहा हूँ ,हो सकता है अनुवाद से इस लेख की सुंदरता और वास्तविकता भंग हो जाये। इसमें कुछ मुद्दे ऐसे हैं जिस पर मात्र विचार करने की आवश्यकता नहीं है बल्कि उसके अनुसरण करने की आवश्यकता है ,विशेष रूप से हमारे यंग टैलेंटेड वैज्ञानिकों तथा फील्ड में काम करने वाले यंग टैलेंटेड विशेषज्ञों को इसे ग्रन्थ के रूप में अपनाना चाहिए।

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

- By Chandran Iyer

देखिये लेखक श्री चंद्रन अय्यर पोल्ट्री जगत से बाहर के लेखक है, श्री O.P. सिंह के बारे में क्या कह रहे हैं। O.P. Singh ने B.H.U. से बायोकेमिस्ट्री में मास्टर्स डिग्री हासिल की जो मुझे आज पता चला लेकिन जिस तरह से O.P. Singh किसी भी प्रोडक्ट के बारे में बात करते तो इतनी गहराई तक जाते हैं, वह भी सरल भाषा में, जिसे हर व्यक्ति समझ ले, मुझ जैसा जाहिल भी। लगता था इस व्यक्ति को ज्ञान और विज्ञानं की जानकारी है। प्रैक्टिकल नॉलेज काफी सटीक है। कई कॉन्फरेन्सेस में भाग लिया पोल्ट्री इंडस्ट्री के दयनीय हालत पर O.P. Singh ने प्रैक्टिकल सुझाव दिए, कभी भी 'सरकारी' नेताओं की तरह से नहीं कहा, सन 2025 तक हम विश्व में नंबर एक हो जायेंगे। सन् 2025 में पहुंच गए, हालात हम और आप देख ही रहे हैं। अब वही नेता कह रहे हैं 2047 में जब हमारे आजादी के 100 साल हो जायेंगे हम विश्व गुरु ही नहीं, हम चाँद में फ्लैट बेचना शुरू कर देंगे। धरती पर बोझ कम करेंगे। चलिए वह भी देख लेंगे। दुःख इस बात का है कि उन्ही की भाषा पोल्ट्री नेता भी बोलने लगे- "सन् 2035 हम देश विदेश में नंबर वन होंगे"। घर में आग आज लगी है-उसको बुझाने के लिए हम 'रोडमैप' बना रहे अगले दस साल का। अपनी इंडस्ट्री की अजीब विडंबना है।

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इसमें कोई शक नहीं Enzymes के विषयों में जो आज फीड का महत्वपूर्ण मुख्य भाग बन चुका है। इसके बारे में O.P. Singh के पास काफी रिसर्च आधारित डेटा और इनफोर्मेशन है। यह डेटा मात्र विदेशी नहीं बल्कि भारतीय भी है। मुझे याद है लगभग 20-25 साल पहले गोरखपूर में दो दिन का सेमीनार होना था, एक दिन फीड वालों के लिए क्योंकि उस समय 20-25 फीड मिल्स थी। दूसरे दिन वहां के फार्मर्स के लिए। पहले दिन फीड सेमीनार में देश के जाने-माने न्युट्रिशनिस्ट का लेक्चर था- उन्होंने काफी अच्छी और नई बातें बताई। जब मेरी बारी आई तो मैंने कहा "भविष्य में Enzymes का बहुत ही महत्वपूर्ण रोल होने वाला है"। लेक्चर के बाद आये और नाराज थे – कहने लगे "मुझे डेटा दिखाओं कि Enzymes काम करता है"। मेरे पास जो कुछ था दिखा दिया, परन्तु वह अंत तक संतुष्ट नहीं हुए। आज कोई भी फीड बिना Enzymes के नहीं बन रही है। यह संभव हुआ है Mr. O.P. Singh जैसे कर्मठ एवं प्रगतिशील व्यक्तियों के कारण।

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.

- By O.P. Singh

कहते हैं "Necessity is the mother of Innovation" और यह सोच और खोज दोनों पर O.P. Singh खरे उतरते हैं। कोई भी रिसर्च या खोज इंडस्ट्री के सबसे निचले पायदान तक पहुंचना जरूरी है। हमारी लगभग सारी यूनिवर्सिटी एवं इंस्टीटयूशन्स काफी शोध कार्य हर वर्ष करती है परन्तु दुखद है इंडस्ट्री के छोटे एवं माध्यम किसानों को तो छोड़िये,पोल्ट्री के बड़े प्लेयर या नेताओं को भी पता नहीं चलता। ऐसी रिसर्चों से क्या फायदा जिसकी फाइल अलमारी में बंद हो जाये ? जिस रिसर्च का फायदा देश को या इंडस्ट्री को ना हो उसका कोई औचित्य नहीं है। वास्तव में O.P. Singh अपने कैरियर के प्रारम्भ से जमीन से अर्थार्त पोल्ट्री किसानों से जुड़े हुए हैं और इस उद्योग के हालात, उसकी आवश्यकताओं को भलीभांति जानते हैं। जो बात उन्होंने कही है हकीकत है और जिसकी आवश्यकता इस उद्योग को बहुत है।

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





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The industry was heavily dependent coventional feed formulations, and there was little awareness reagrding 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.

- By O.P. Singh

पोल्ट्री में जितनी रिसर्च हुई है, शायद ही इतनी रिसर्च किसी उद्योग में हुई होगी। विशेष रूप से न्यूट्रिशन में बहुत अधिक रिसर्च है जिसके परिणाम हमें आज देखने को मिल रहे हैं। मुझे याद है इलाहबाद एग्रीकल्चर इंस्टिट्यूट में पढ़ रहा था, सन 1962-63 में जब ब्रायलर पायलट प्रोजेक्ट कनाडा के ऐड से बना जिसके हेड स्वर्गीय जिम गिलमोर कनाडा के जाने माने पोल्ट्री एक्सपर्ट थे। उनके दिए हए फीड फॉर्मुले से जब हम लोगों ने फीड बनाया और ब्रायलर को खिलाया जिसमे 8 सप्ताह में 1 कि.ग्रा. का ब्रायलर तैयार हुआ वह भी 3 कि.ग्रा. फीड खाकर जिसकी चर्चा देश की प्रतिष्ठित अखबारों में बड़े हर्ष और उल्लास के साथ हुई - "अब भारत में भी मात्र 8 सप्ताह में 1 कि.ग्रा. का मूर्गा तैयार हो रहा है"। विश्व की उस समय की सबसे कामयाब ब्रीड 'आरब्रेकर' का पेरेंट भी अलग यूनिट में था। जब वह ग्रोअर था तो उसकी फीड में पिसा हुआ गेहूं का भूसा मिलाया गया था ताकि उत्पादन 24 सप्ताह से पहले शुरू ना हो जिससे प्रारम्भ से ही अंडे का साइज अच्छा आये। उस समय के फीड फॉर्मूले और आज के फीड फॉर्मूले में जमीन-आसमान का अंतर है। उत्पादन क्षमता में भी बहुत बड़ा अंतर है। ब्रायलर की ही बात करें तो कहाँ 8 सप्ताह में एक किलो वजन और आज वही 3 सप्ताह या 2-3 दिन ऊपर एक किलो का औसत आ रहा है वह भी मात्र 1.2 कि.ग्रा. फीड खा कर जब पहले तीन किलो खाता था। इसमें भी कोई शक नहीं इस दौरान जबरदस्त नसल सुधार हुआ है। यह सब हमारे वैज्ञानिकों के शोध कार्यों के कारण उपलब्ध हुआ है- उन्हें दिल से सलाम। पहले अर्थार्त आरम्भ में FCR 3:1 और अब 1.5:1 आम बात है, वो भी 2 कि.ग्रा. वजन पर रिसर्च जारी है। 1.3:1 FCR की भी रिपोर्ट आने लगी है एवं भविष्य में और भी कम होगा। यह सब संभव हो रहा है विश्व की लगभग सभी अच्छी कंपनी रिसर्च पर काफी पैसा लगा रही है। O.P. Singh का ही देख लें वह अपने लाभ का 20% रिसर्च पर लगा रहे हैं।

इसमें कोई शक नहीं O.P. Singh के अंदर जहां ज्ञान-विज्ञानं की जानकारी है साथ वहीँ जमीनी हकीकत की पूरी जानकारी है, वही वह 'दूरन्देश' भी हैं। आज कल लगभग देश की सभी कंपनियां गट हेल्थ (Gut Health) पर अपने अपने प्रोडक्ट को लेकर चर्चा कर रहे हैं।

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

- By O.P. Singh

वहीं O.P. Singh एक अग्रणीय शुद्ध गट हेल्थ समाधान एवं मौसम के हिसाब से लचीले पोल्ट्री नुट्रिशन और ऐसे फीड एडेटिव की बात कर रहें है जो 'कार्बन फुटप्रिंट' (CARBON FOOTPRINT) को भी कम करे जिसके बारे में हमारे नूट्रिशनिस्ट या हमारा ध्यान गया ही नहीं। ABTL सिर्फ भारत तक ही महदूद नहीं है। इसके कदम साउथ ईस्ट एशिया, मिडिल ईस्ट एवं अफ्रीकन देशों तक पहुंच गए हैं। अपने पड़ोसी देश श्रीलंका, नेपाल, बांग्लादेश के अलावा ओमान वियतनाम तक ABTL अपनी साख बनाये हुए हैं। जैसे मैंने पहले लिखा है कि एक प्रसिद्ध वैज्ञानिक (नुट्रिशन) मुझसे नाराज हुए जब मैंने कहा कि "भविष्य में Enzym का फीड में महत्वपूर्ण रोल होगा"। यह बात लगभग 20-25 साल पहले की है। श्री O.P. Singh ने ABTL की बुनियाद ही एन्जाइमोलॉजी (Enzymology) को लेकर डाली जबिक एनिमल फीड में इसके महत्व की जानकारी नहीं थी। विश्व में इस पर खोज जारी थी। यह O.P. Singh की दूरदृष्टी थी और है।

Driven by a rentless persuit 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 sustainibilily.

- By Chandran Iyer

श्री O.P. Singh की 'मन्शा' और 'दृष्टिकोण' 'Aim / Objective' की बात करें तो उन्ही के शब्दों में

The future of animal nutrition lies in next-generation gut health solutions, microbiome science, systemic enzymatic solutions, and Al-driven desease diagnosis," he explains. "Our goal is to continue innovating and ensuring that india plays a defining role in shaping the global poultry industry.

"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."

- O.P. Singh

और अंत में भारत की बहुत सी कंपनियां 'यंग टेलंट' ने संभाल ली है या शुरू कर दी है। उनमें कुछ बहुत अच्छी भी हैं परन्तु वह सिर्फ अपने प्रोडक्ट की बात करते हैं निश्चित रूप से अच्छे भी हैं। उन्हें भी कभी O.P. Singh की तरह पोल्ट्री में चल रही समस्याओं और उनके समाधान पर अपना विचार या मत खुले मंच पर रखना चाहिए। इससे पोल्ट्री का भला ही होगा। दिल की बात जुबान पर आनी चाहिए। आपके पास विज्ञानं हैं परन्तू 'फील्ड में उसे कैसे अपनाया जा सके' यह महत्वपूर्ण है।

श्री O.P. Singh के सफर का अंत यहीं खत्म नहीं होता है, अभी आगे और बढेगा। 'रब' करे वह इतना लम्बा हो कि पोल्ट्री इंडस्ट्री को अधिक से अधिक लाभ हो। उनसे एक अनुरोध है पोल्ट्री इंडस्ट्री के लाभ के लिए जिसकी बहुत जरूरत है कुछ अच्छी लैब इंडस्ट्री को समर्पित करे।



Mr. Shabbir Ahmad Khan

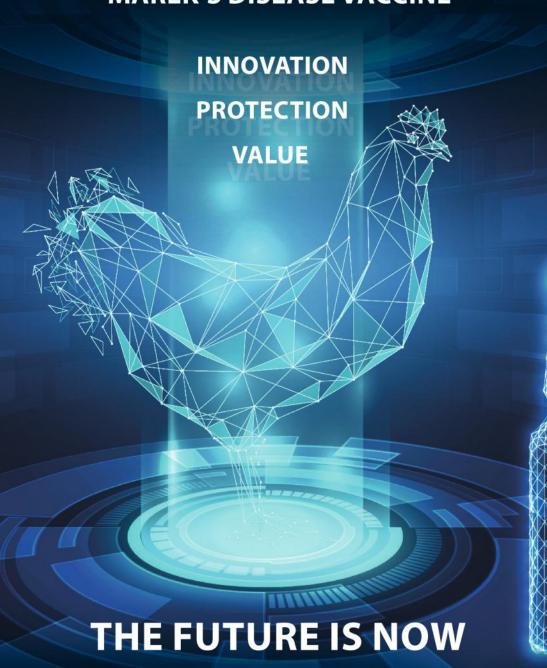
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Transmission of the H5N1 Virus via Imported Meat:

A Critical Analysis of Sanitary Risk and Global Economic Implications Ricardo Santin, president of Brazilian Association of Animal Protein (ABPA) and president of International Poultry Council (IPC)





1. Introduction

Avian influenza caused by the H5N1 subtype has drawn increasing attention since its emergence in the 2000s, due to its lethality in birds, occasional zoonotic capacity, and impact on the global trade of poultry products. Although the primary route of transmission occurs among live birds through direct or indirect contact with respiratory secretions or feces, fears of contamination from poultry products led to the imposition of often disproportionate trade barriers, even in production chains under strict sanitary control.

2. Resistance of H5N1 to Freezing

Laboratory studies have demonstrated that H5N1 can remain viable in raw frozen meat for more than 60 days at -18 °C or below. However, viral viability does not imply an effective risk of infection, particularly when the product:

- undergoes ante mortem and post mortem veterinary inspection;
- is processed in controlled industrial environments;
- is intended for human consumption and therefore cooked at ≥74 °C – a condition sufficient to inactivate the virus before consumption ([CDC, 2024]; [FDA, 2024]; [FAO/WOAH, 2023]).

3. Risk Analysis for Local Industrial Production

In scenarios where importing countries:

- use exclusively thermally treated industrial feed (pelleted or extruded);
- maintain isolated farms, with guaranteed biosecurity;
- prohibit the use of raw by-products in animal feed;
- ensure controlled disposal of waste;
- conduct routine sanitary inspections;

... the risk of H5N1 introduction into live animals from imported meat is, according to epidemiological criteria, close to zero. The WOAH considers the trade of poultry meat slaughtered under inspection as safe, even from countries with HPAI outbreaks, provided that products do not originate from the outbreak itself. Therefore, the consideration of zoning proposed by that same organization must be urgently evaluated by countries that have not yet adopted it in their trade relations.

4. The Precautionary Principle: When It Becomes a **Trade Barrier**

The blind application of the precautionary principle particularly in products that have undergone sanitary inspection and are intended for human consumption may result in unnecessary trade measures with impacts disproportionate to the actual threat. Closing markets to poultry meat imports under such circumstances:

- does not significantly reduce sanitary risk;
- economically penalizes exporting countries;
- generates food inflation in importing countries;
- especially affects low-income populations, limiting access to high biological value proteins rich in essential amino acids.

5. The Paradox of Migratory Birds

While the importation of inspected poultry meat is banned under strict precautionary measures, migratory birds continue to move freely across borders, often serving as asymptomatic vectors of highly pathogenic avian influenza. Ignoring this natural source of spread while overestimating the risk from industrialized food products exposes an incoherence in international sanitary policies, which must be urgently revised in light of technical and economic evidence.

6. Conclusion

Under controlled production, slaughter, and processing conditions for human consumption, poultry products do not pose a sanitary risk to industrial flocks in other countries, provided they are not redirected to animal feed or supplied to live birds. The risk of HPAI virus transmission through this route is practically negligible, technically null.

In this sense, trade restrictions based on an exaggerated precautionary principle lack technical and practical foundation. Moreover, they hinder the global supply of poultry products, market balance, and the nutritional well-being of vulnerable populations. A regulatory paradigm shift is proposed, based on real risk, science, and proportionality, acknowledging the need to coexist in a world where zoonoses circulate naturally - including through uncontrollable means, such as wild bird migration. After all, what greater risk do poultry products represent that is not already present in wild or migratory birds?

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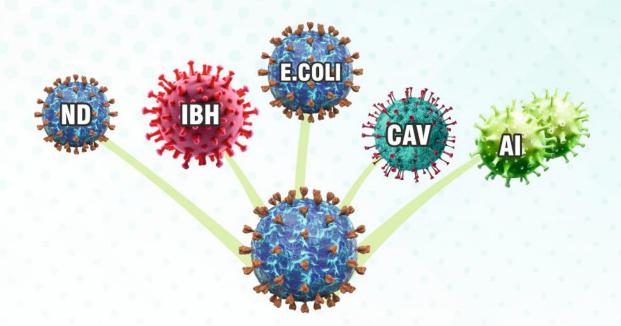
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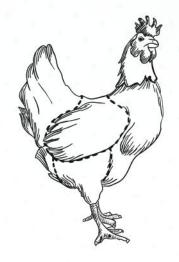
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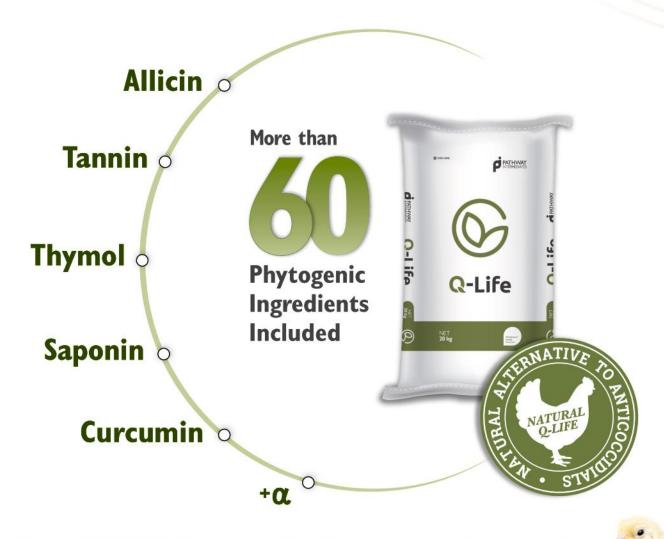
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Poultry Health and Biosecurity in a Changing World

Prof. (Dr.) P.K. Shukla and Dr. Amitav Bhattacharyya

Abstract

The poultry sector is a vital contributor to global food security, nutrition, and rural livelihoods. Yet, it faces unprecedented challenges from emerging and re-emerging diseases, antimicrobial resistance (AMR), climate change, and shifting consumer demands. In this dynamic context, poultry health and biosecurity remain central to sustaining productivity and ensuring food safety.

Infectious diseases such as avian influenza, Newcastle disease, and zoonotic pathogens like Salmonella continue to threaten flocks and trade. Antibiotic misuse has accelerated AMR, necessitating stricter regulation and the development of alternatives such as probiotics, vaccines, and precision nutrition. Climate change exacerbates health risks by inducing heat stress, altering disease epidemiology, and undermining feed quality through mycotoxin contamination.

Biosecurity, encompassing controlled access, sanitation, all-in-all-out practices, and waste management, is the most effective preventive tool. However, its success depends heavily on farmer awareness and compliance. Advances in vaccination—particularly recombinant and DIVA vaccines—strengthen preparedness against outbreaks. The One Health approach is increasingly relevant, recognizing the interlinkages of poultry, human, and environmental health.

Socio-economic considerations highlight the disproportionate vulnerability of smallholders to disease shocks. At the same time, consumer preference for antibiotic-free and welfare-friendly products is reshaping production and trade standards. Digital tools such as AI, blockchain, and smart sensors offer new avenues for disease prediction, monitoring, and traceability.

The future of poultry health and biosecurity rests on innovation, global cooperation, and integrated policies. By embedding prevention and One Health principles, the sector can ensure resilience, sustainability, and safe nutrition in a changing world.

Introduction

The poultry sector has become one of the most dynamic and rapidly expanding segments of animal agriculture worldwide. Eggs and poultry meat are increasingly viewed as vital components of human diets because they provide high-quality protein at relatively affordable prices compared to other animal sources. In developing countries such as India, Bangladesh, and several African nations, poultry has become an integral contributor to household nutrition, income, and rural livelihoods. The industry is also closely linked to the broader goals of food security, nutrition security, and poverty alleviation. However, the sustainability of this sector cannot be ensured unless poultry health is maintained at a high standard.

Poultry health, unlike in the early decades of organized production, is no longer a matter of controlling one or two major diseases. It has become a complex intersection of biological, environmental, and socio-economic factors. As flocks become larger and production systems more intensive, even a small lapse in health management can lead to catastrophic economic losses. Disease outbreaks do not merely kill birds but can disrupt entire value chains, affect feed industries, create unemployment, and depress consumer confidence. For example, outbreaks of Highly Pathogenic Avian Influenza (HPAI) in Asia and Europe have caused billions of dollars in losses, culling of millions of birds, and long-term restrictions on trade.

Moreover, poultry health has now taken on new global dimensions because of its links to human health and environmental sustainability. The spread of zoonotic diseases like avian influenza demonstrates how poultry health is tied directly to public health. Similarly, the misuse of antibiotics in poultry production has contributed to antimicrobial resistance (AMR), a crisis recognized by the World Health Organization (WHO) as one of the greatest global health threats of the 21st century. The poultry industry, therefore, cannot afford to see health merely as a farm-level issue—it is a societal and global responsibility.

In this changing world, health and biosecurity cannot be static or routine. They must evolve continuously to keep pace with emerging pathogens, climate change, and consumer expectations. Investments in health management are not expenses but essential safeguards for economic viability and social acceptance. In this context, exploring poultry health and biosecurity in a changing world becomes not just relevant but imperative for ensuring a resilient and sustainable future for the sector.

The Changing Landscape of Poultry Farming

The way poultry is farmed today is fundamentally different from how it was raised a few decades ago. Traditionally, poultry production was a backyard enterprise where families kept small flocks of indigenous breeds for household consumption or occasional sales.

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Such systems were naturally low-risk in terms of largescale disease outbreaks because flock sizes were small, and interactions with external environments were limited. However, with rising demand for affordable protein, urbanization, and technological advancements, poultry production has shifted dramatically towards commercial, intensive, and integrated models.

Modern poultry farming often involves highly specialized operations—hatcheries, feed mills, breeder farms, growout farms, and processing plants—linked in vertically integrated systems. This transformation has led to remarkable improvements in efficiency. For instance, the feed conversion ratio (FCR) for broilers has improved drastically, with birds achieving market weight in less than six weeks compared to three to four months in traditional systems. Egg production has also increased significantly, with commercial layers laying more than 330 eggs annually. These advances have been made possible through genetic improvements, precision nutrition, and better management practices.

However, the intensification of poultry production also comes with heightened vulnerability. Dense populations of genetically similar birds provide ideal conditions for pathogens to spread and evolve. Diseases that might have remained localized in backyard systems can now cause massive epidemics in intensive farms. Moreover, the globalization of poultry trade has created transboundary health risks. Movement of live birds, hatching eggs, processed meat, and feed ingredients across countries has facilitated the spread of diseases like avian influenza and Newcastle disease. Even migratory wild birds play a role in transmitting pathogens across continents, linking poultry health to global ecological systems.

Another important dimension of the changing landscape is consumer demand. Increasingly, consumers are concerned not only with the quantity and price of poultry products but also with their quality, safety, and ethical production. There is rising demand for antibiotic-free, organic, and welfare-friendly poultry products in both developed and emerging economies. This trend exerts pressure on producers to adopt new practices that balance health, biosecurity, and welfare. It also requires a rethinking of traditional approaches to disease prevention, nutrition, and housing systems.

Thus, while the changing landscape of poultry farming has brought efficiency and productivity, it has also created new risks and responsibilities. Health management in such systems cannot rely on outdated approaches but must evolve in tandem with the realities of intensification, globalization, and consumer expectations.

Defining Poultry Health in a Modern Context

In the simplest sense, poultry health has often been understood as the absence of visible disease. However, this definition is no longer adequate in the modern poultry industry. Poultry health today must be viewed holistically, encompassing physical well-being, functional performance, welfare, and the ability to withstand environmental and pathogenic stressors.

A healthy flock is one that demonstrates optimal growth, reproductive efficiency, and feed utilization. It also exhibits strong resilience—meaning birds can adapt to environmental challenges such as temperature fluctuations, transportation stress, or exposure to mild infections without severe productivity losses. Health also includes welfare indicators such as low incidence of lameness, absence of feather pecking or cannibalism, and minimal mortality. For commercial farmers, poultry health translates into consistent performance metrics such as body weight, feed efficiency, egg production rate, fertility, and hatchability.

Importantly, poultry health is now deeply linked to the concept of "One Health." The One Health approach recognizes the interconnectedness of human, animal, and environmental health. Poultry is a potential reservoir for zoonotic pathogens, and lapses in poultry health management can have direct human consequences. For instance, Salmonella infections originating from contaminated poultry products remain one of the leading causes of foodborne illness globally. Avian influenza outbreaks can spill over into human populations, leading to public health emergencies. Similarly, overuse of antibiotics in poultry farming contributes to antimicrobial resistance, a threat that transcends species and borders.

Environmental health also feeds back into poultry health. Poor waste management from poultry farms can contaminate soil and water, creating cycles of infection. Dust, ammonia emissions, and greenhouse gases from poultry houses affect not only the birds but also workers and surrounding communities. Therefore, health in poultry cannot be isolated from the larger ecological and societal context.

Another key component of defining health in a modern context is preventive medicine. Instead of waiting for diseases to occur and then treating them, modern poultry health emphasizes proactive measures such as vaccination, biosecurity, nutrition, and environmental control. This preventive approach is more sustainable economically and ecologically because it reduces losses, minimizes antibiotic use, and enhances consumer confidence.

Thus, poultry health in the 21st century is a multidimensional concept. It requires a balance of disease control, welfare, productivity, and environmental responsibility. Any framework for biosecurity and health must reflect these broader definitions rather than focusing narrowly on disease absence.

Biosecurity: The First Line of Defense

Among all the strategies to protect poultry health, biosecurity stands out as the most fundamental and cost-effective. Biosecurity refers to the comprehensive set of measures designed to prevent the introduction, spread, and persistence of infectious agents within poultry operations.



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It is often described as the "first line of defense" because, if properly implemented, it reduces the risk of disease outbreaks before they even occur, thereby minimizing the need for expensive treatments or culling. Biosecurity is generally categorized into three levels: conceptual, structural, and operational.

Conceptual biosecurity: deals with decisions about farm location, design, and infrastructure. For instance, locating farms far from other poultry units, avoiding proximity to wetlands frequented by wild birds, and maintaining buffer zones are critical preventive steps.

Structural biosecurity: refers to the physical barriers that separate the farm from external contaminants. This includes perimeter fencing, bird-proof housing, controlled entry points, disinfection facilities for vehicles, and designated changing areas for staff. Operational biosecurity: perhaps the most dynamic aspect, involves the day-to-day management practices such as cleaning and disinfection routines, movement control of people and equipment, rodent and insect control, and strict adherence to "all-in, all-out" flock management.

In the context of a changing world, biosecurity must be adaptive and proactive. For example, with climate change leading to more frequent flooding, farms in vulnerable regions must strengthen water management systems to prevent pathogen ingress. Similarly, as live bird markets continue to play a role in many developing countries, biosecurity measures must extend beyond farms to include supply chains and market hygiene.

One challenge with biosecurity is that it requires consistent compliance, often by individuals at the grassroots level such as farm workers and smallholder farmers. Even the most advanced infrastructure cannot compensate for negligence in basic practices like handwashing, use of protective clothing, or proper disposal of dead birds. Therefore, training, motivation, and monitoring of human behaviour are as important as physical biosecurity investments.

The economic benefits of biosecurity are well documented. Studies have shown that farms with strict biosecurity protocols suffer significantly fewer disease outbreaks, incur lower mortality, and achieve better productivity. In contrast, lapses in biosecurity can lead to devastating outbreaks that may force mass culling, export bans, and long-term reputational damage to national industries.

Thus, biosecurity is not optional—it is an indispensable shield for poultry health in an era of intensification, globalization, and environmental uncertainty.

Emerging and Re-Emerging Diseases in Poultry

The poultry industry is particularly vulnerable to infectious diseases because of the high density of birds, the genetic uniformity of commercial lines, and the extensive global trade of poultry products. Emerging and re-emerging diseases have consistently threatened poultry health, trade, and even human health.

Avian Influenza (AI) is perhaps the most notorious example. Highly Pathogenic Avian Influenza (HPAI), caused by strains such as H5N1, H7N9, and more recently H5N8, has led to massive mortality in poultry and significant zoonotic events. In 2003-2004, the spread of H5N1 across Asia devastated poultry industries in Vietnam, Thailand, and Indonesia, leading to the culling of hundreds of millions of birds and severe socioeconomic disruption. More recently, Europe and North America have experienced recurring waves of HPAI outbreaks, highlighting that the disease is not confined to any one region. What makes AI particularly challenging is its ability to mutate rapidly and adapt to new hosts, including humans, creating pandemic potential.

Newcastle Disease (ND) is another re-emerging disease of great significance, especially in Africa and South Asia. While effective vaccines exist, inconsistent vaccination coverage, improper handling of vaccines, and cold-chain issues often undermine protection. Outbreaks of virulent ND can result in near-total mortality in unprotected flocks, posing a serious threat to smallholder poultry farmers who rely on chickens as a source of income and protein.

Bacterial diseases such as salmonellosis and colibacillosis continue to cause concern. Salmonella enteritidis and S. typhimurium are major foodborne pathogens, making poultry a critical reservoir for human salmonellosis. Control measures must therefore address not only flock health but also food safety regulations and consumer trust. Escherichia coli, a ubiquitous bacterium, often causes secondary infections (colibacillosis) in stressed or immunocompromised birds, leading to respiratory disease, septicaemia, and reduced productivity.

Parasitic diseases like coccidiosis, caused by Eimeria spp., also remain endemic worldwide. Even with vaccines and anticoccidial drugs, the disease persists due to resistance development and the high resilience of coccidial oocysts in the environment. The economic impact of coccidiosis is estimated to be billions of dollars annually due to reduced growth, poor feed efficiency, and secondary infections.

Emerging pathogens also arise from new production practices. For example, as free-range and organic poultry systems expand, birds are exposed to outdoor environments where they encounter wild birds, rodents, and parasites, increasing the risk of pathogen introduction. Diseases like avian pox and external parasites (mites, lice) are more common in such systems compared to intensive housing.

Globalization adds another dimension: the transboundary nature of trade means that a disease outbreak in one region can have ripple effects worldwide. International organizations such as the World Organisation for Animal Health (WOAH) and FAO have stressed the importance of international reporting, early detection, and crossborder collaboration. In a world where diseases evolve continuously, vigilance and adaptability are essential.



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Climate Change and Environmental Stresses

Climate change is no longer a distant threat—it is already impacting poultry health and biosecurity. Poultry, being homeothermic animals, are highly sensitive to ambient temperature changes, humidity, and ventilation. Rising global temperatures, erratic rainfall, and extreme weather events pose multiple stressors on flocks.

Heat stress is the most significant climate-related challenge. Broilers and layers, especially fast-growing commercial breeds, are highly vulnerable to high temperatures because they have limited ability to dissipate heat. Heat stress leads to reduced feed intake, lower body weight gain, decreased egg production, poor shell quality, reduced fertility, and compromised immunity. Mortality rates can spike during prolonged heat waves, wiping out entire flocks in severe cases. India's poultry sector regularly faces summer losses due to inadequate cooling and ventilation systems in smallholder farms.

Increased disease prevalence is another consequence of climate change. Warmer and more humid conditions promote the survival of pathogens such as E. coli and Salmonella in the environment. Vector-borne pathogens—spread by mosquitoes, ticks, and flies—may expand their geographical range as climates shift. For example, West Nile virus and other arboviruses affecting birds have already expanded into new regions. Similarly, coccidiosis outbreaks are influenced by moisture and temperature, with wetter climates favouring oocyst survival.

Extreme weather events such as floods and storms create direct and indirect impacts. Flooding of poultry houses can lead to mass mortality, destruction of infrastructure, and contamination of feed and water supplies. After floods, outbreaks of bacterial infections, mycotoxicosis (from mouldy feed), and parasitic infestations often occur. Cyclones and hurricanes can disrupt feed supply chains, creating nutritional stress in affected areas.

Air quality issues linked to climate variability also play a role. Poor ventilation, combined with high temperatures, increases ammonia levels in poultry houses, damaging respiratory tracts and predisposing birds to infections. Dust, carbon dioxide, and other pollutants compromise both poultry and worker health.

To address climate-related challenges, climate-smart poultry production systems are emerging. These include better housing designs with natural ventilation, evaporative cooling systems, energy-efficient fans, and solar-powered climate control. Genetic selection for heat-tolerant breeds is being explored, with indigenous breeds offering valuable traits for resilience. Nutritional strategies, such as supplementation with antioxidants (vitamin E, selenium) and electrolytes, also help mitigate the effects of heat stress.

Over all, climate change is reshaping the health landscape of poultry by amplifying stressors and disease risks. Biosecurity, therefore, must integrate climate adaptation strategies to ensure resilience in an uncertain future.

Antimicrobial Resistance and Responsible Use of Antibiotics

For decades, antibiotics have been widely used in poultry production for disease prevention, treatment, and growth promotion. While this practice has contributed to productivity gains, it has also created one of the most pressing health challenges of our time—antimicrobial resistance (AMR). Resistant bacteria can emerge in poultry flocks, survive processing, and eventually reach humans through contaminated food, direct contact, or the environment.

The World Health Organization, FAO, and WOAH recognize AMR as a "silent pandemic" that threatens both human and animal health. Poultry farming is often highlighted because of its scale and the historical reliance on antibiotics. For instance, the routine use of antibiotic growth promoters (AGPs) such as tetracyclines and macrolides has been linked to the development of resistant E. coli and Salmonella strains. Once resistance genes establish themselves, they can spread horizontally between bacterial species, amplifying the problem.

Countries around the world are responding with stricter regulations. The European Union banned AGPs in 2006, and many other nations have followed suit. India introduced guidelines to phase out the non-therapeutic use of antibiotics in poultry, although enforcement remains inconsistent, especially among small-scale farmers. In developed markets, consumer demand for "antibiotic-free" and "raised without antibiotics" products are shaping industry practices.

Reducing antibiotic reliance requires a multi-pronged strategy. Vaccination programs, biosecurity, and better farm management are essential to prevent infections in the first place. Alternatives to antibiotics are gaining attention:

- Probiotics and prebiotics support gut health and competitive exclusion of pathogens.
- Phytobiotics (plant-derived compounds like essential oils) have antimicrobial and immunomodulatory properties.
- Organic acids such as butyrate and formic acid improve gut health and reduce pathogen load.
- Bacteriophages are being explored as precision tools against specific bacterial pathogens.

Another key strategy is antimicrobial stewardship, which promotes judicious and evidence-based use of antibiotics. This involves using antibiotics only when necessary, selecting appropriate drugs, following correct dosages, and observing withdrawal periods to prevent residues in meat and eggs. Training veterinarians and farmers in stewardship principles is crucial to ensure compliance.

The economic argument for reducing antibiotic use is strong. Over-reliance on antibiotics may provide short-term gains but creates long-term risks of regulatory penalties, loss of consumer trust, and trade restrictions. By contrast, adopting responsible practices enhances the sustainability and reputation of the poultry industry.

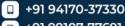
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In the broader One Health framework, tackling AMR in poultry is integral to safeguarding global health. Without decisive action, the effectiveness of antibiotics in both human and veterinary medicine could be severely compromised, leading to a future where common infections once again become deadly.

Vaccination Strategies for Disease Prevention

Vaccination has been one of the most powerful tools in poultry health management. By inducing immunity, vaccines protect flocks from devastating diseases and reduce reliance on antibiotics. The success of poultry vaccines against Marek's disease, Newcastle disease, and infectious bursal disease (IBD) is a testament to their critical role in safeguarding global poultry production.

Marek's disease, once a highly fatal cancer-causing virus in chickens, was brought under control through the introduction of the first-ever commercial vaccine for animals in the 1970s. This milestone not only saved the poultry industry billions of dollars but also demonstrated the transformative power of vaccines in animal health.

Newcastle disease continues to be controlled primarily through vaccination. In countries like India, Kenya, and Nigeria, where smallholder poultry is widespread, lowcost thermostable ND vaccines have been developed to overcome cold-chain challenges. Despite these advances, inconsistent administration and inadequate booster coverage still result in outbreaks.

Avian influenza vaccination is more complex. While some countries (e.g., China, Egypt, Vietnam) vaccinate against HPAI, others prefer stamping-out policies due to trade restrictions. Vaccine effectiveness is often undermined by antigenic drift, requiring regular updates to match circulating strains. New technologies such as recombinant vector vaccines and DIVA (Differentiating Infected from Vaccinated Animals) strategies offer hope for balancing disease control with trade requirements.

In addition to viral diseases, vaccines against bacterial and parasitic infections are gaining attention. For example, Salmonella vaccines reduce both bird illness and foodborne transmission to humans. Coccidiosis vaccines, using live attenuated or recombinant antigens, provide sustainable alternatives to anticoccidial drugs, especially in the face of resistance.

The future of poultry vaccination lies in innovations:

- In-ovo vaccination, where vaccines are administered into eggs before hatching, ensures uniform immunization with minimal labour.
- Recombinant and vector-based vaccines offer broader protection and fewer side effects.
- mRNA vaccines, proven during the COVID-19 pandemic, hold potential for rapid development against emerging avian pathogens.

However, vaccination is not a silver bullet. It must be integrated with biosecurity and good farm management to achieve full effectiveness. Vaccines require proper storage, handling, and administration. Farmers must also

recognize that vaccination prevents disease but does not always prevent infection or virus shedding.

Ultimately, vaccination strategies in poultry represent a dynamic balance between science, economics, and policy. In a changing world where pathogens evolve rapidly and trade pressures persist, vaccination remains a cornerstone of resilience, protecting not only poultry health but also human health and global food security.

The Role of Genetics and Breeding in Poultry Health

Genetic improvement has been one of the most powerful drivers of productivity gains in poultry. Over the past 60 years, selective breeding has transformed the industry—modern broilers grow to market weight in under six weeks with exceptional feed efficiency, while commercial layers produce over 300 eggs per year. However, this remarkable progress has come at a cost: the narrowing of genetic diversity and an increased vulnerability to health and welfare issues.

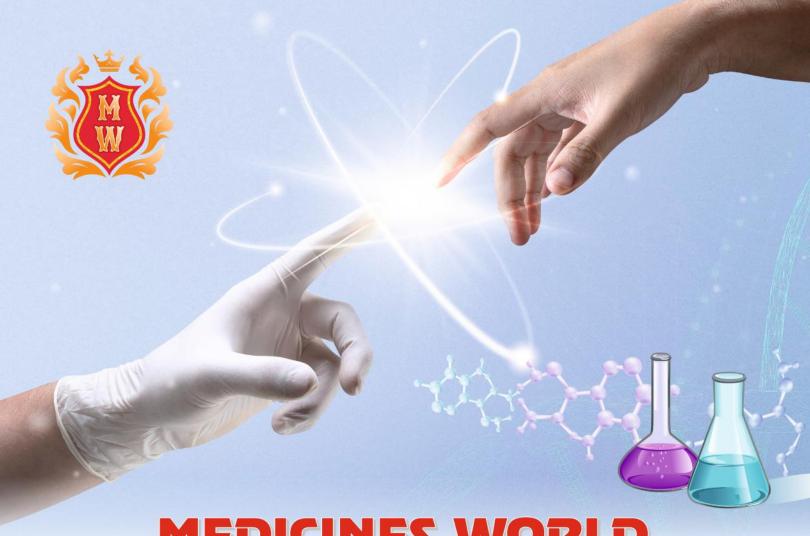
Health trade-offs in intensive breeding are well documented. Selection for rapid growth in broilers has led to metabolic disorders such as ascites, sudden death syndrome, and leg problems. Layers bred for high egg output sometimes suffer from osteoporosis and reproductive tract infections.

The uniformity of commercial lines, while advantageous for consistent performance, means that entire populations can be susceptible to the same pathogens—a vulnerability exposed during major outbreaks of avian influenza and Newcastle disease.

To address these challenges, modern breeding programs are increasingly focused on balanced genetic progress. Disease resistance, robustness, and adaptability are now considered alongside production traits. Advances in molecular biology and genomics have opened new frontiers. Genomic selection enables breeders to identify genetic markers linked to disease resistance or immune competence. For example, certain Major Histocompatibility Complex (MHC) haplotypes in chickens are associated with resistance to Marek's disease and other viral infections. Incorporating such traits into breeding programs could significantly reduce reliance on vaccines and antibiotics.

Genome editing technologies, such as CRISPR-Cas9, hold promise for creating poultry lines resistant to devastating diseases. Early research has shown potential for editing receptors that viruses use to enter host cells, rendering birds resistant to infections like avian influenza. While regulatory, ethical, and consumer acceptance issues remain, these technologies could revolutionize poultry health in the coming decades.

Another important aspect is the conservation of indigenous and heritage breeds. Local breeds often possess valuable traits such as heat tolerance, disease resistance, and adaptability to low-input systems. For instance, native Indian breeds like Aseel and Kadaknath are more resilient to certain diseases and environmental stresses compared to exotic commercial lines.



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Preserving and integrating these genetic resources into breeding programs enhances resilience and biosecurity at both farm and national levels.

It is therefore evident that, genetics and breeding are not just about productivity—they are essential pillars of poultry health. By leveraging modern genomics while conserving traditional diversity, the industry can create flocks that are not only high-performing but also healthier, more resilient, and better suited to the challenges of a changing world.

Nutrition and Gut Health: The Invisible Biosecurity

Nutrition is often described as the foundation of poultry health. A well-balanced diet ensures not only optimal growth and productivity but also supports immune function, disease resistance, and welfare. In recent years, attention has shifted from traditional nutritional formulations toward a deeper understanding of the gut microbiome and its role in maintaining health.

The gastrointestinal tract is a complex ecosystem where beneficial bacteria compete with pathogens for space and nutrients. A healthy gut microbiome enhances nutrient absorption, produces short-chain fatty acids that nourish intestinal cells, and provides a barrier against harmful microbes. Disruptions in gut health—due to poor feed quality, stress, or infection—can lead to dysbiosis, reduced performance, and increased susceptibility to disease.

Feed safety is a critical dimension of poultry health. Contaminated feed can serve as a vector for pathogens like Salmonella and Clostridium perfringens. Mycotoxins, produced by fungi in improperly stored grains, pose additional risks. Even at subclinical levels, mycotoxins can impair immunity, reduce feed intake, and predispose birds to secondary infections. Mycotoxin binders and stringent feed quality control are therefore indispensable elements of biosecurity.

The shift away from antibiotic growth promoters has accelerated the search for nutritional alternatives to support gut health. Probiotics (live beneficial microbes) and prebiotics (non-digestible fibres that stimulate beneficial bacteria) are widely used to promote gut balance. Synbiotics, which combine the two, are showing promising results. Phytogenic additives such as essential oils, herbs, and spices have antimicrobial and immunomodulatory effects. Organic acids like butyric and formic acid help control pathogenic bacteria and improve gut morphology.

Nutrition also plays a role in climate adaptation. During heat stress, for instance, birds eat less and suffer from oxidative stress. Supplementation with antioxidants such as vitamin E, selenium, and carotenoids helps mitigate damage. Adjusting dietary electrolyte balance can reduce the physiological burden of heat. Similarly, specific amino acids such as threonine and glutamine are important for maintaining gut integrity under stress conditions.

Over all, nutrition and gut health act as an invisible layer of biosecurity. By fortifying the bird's natural defenses, they reduce the risk of disease outbreaks, minimize the need for antibiotics, and improve resilience to environmental stressors. In a world where disease dynamics are constantly changing, investing in nutritional strategies is as important as vaccines and biosecurity infrastructure.

Farm Management and Hygiene Practices

The day-to-day management of poultry farms has a direct and profound impact on flock health. Even with advanced genetics, vaccines, and feed, poor management can negate gains and open the door to disease outbreaks. Hygiene practices are therefore a critical, practical dimension of biosecurity.

Litter management is one of the most important aspects. Wet, soiled litter creates an environment conducive to coccidiosis, bacterial overgrowth, and ammonia production. Ammonia damages the respiratory tract, suppresses immunity, and increases vulnerability to infections. Regular litter turning, use of absorbent materials, and proper ventilation are simple yet powerful measures to protect flock health.

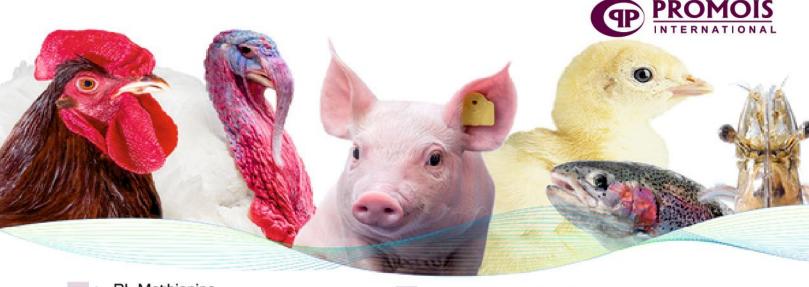
Cleaning and disinfection between flocks form the basis of "all-in, all-out" systems. Emptying houses completely, cleaning organic matter, applying disinfectants, and allowing downtime before introducing new birds breaks the cycle of infection. Inadequate downtime or partial cleaning often results in persistent infections and reduced performance.

Rodent, wild bird, and insect control is another critical area. Rodents can carry Salmonella and other pathogens, while flies and beetles act as vectors for bacteria and parasites. Proper storage of feed, sealing of entry points, and use of traps or biological control agents help minimize risks.

Movement control within farms is essential. People, vehicles, and equipment can easily spread pathogens. Designated clean and dirty zones, footbaths, protective clothing, and strict visitor policies reduce crosscontamination. For large operations, controlling traffic flow between breeder farms, hatcheries, and broiler farms is particularly important.

Water and feed hygiene must also be emphasized. Water lines can harbor biofilms that shelter pathogens, requiring regular cleaning and disinfection. Feed should be stored in dry, pest-proof silos to prevent contamination.

Smallholder and backyard systems present unique challenges because biosecurity measures are harder to enforce. Yet, even simple practices such as isolating sick birds, proper disposal of dead birds (e.g., burial or incineration), and hand hygiene can reduce risks significantly. Extension services and farmer education are crucial to promote adoption of low-cost hygiene measures in resource-limited settings.



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Ultimately, farm management and hygiene are the frontline of poultry health. They require continuous attention, training, and discipline. Unlike vaccines or medicines, hygiene practices are preventive, costeffective, and universally applicable—making them indispensable tools in building biosecurity resilience.

Surveillance, Monitoring, and Early Warning Systems

In a changing world where pathogens evolve rapidly, surveillance and monitoring are indispensable pillars of poultry health and biosecurity. Effective surveillance enables early detection of diseases, timely intervention, and prevention of widespread outbreaks.

Surveillance operates at multiple levels: farm-level monitoring, national surveillance programs, and international early warning systems. At the farm level, monitoring involves regular observation of bird behaviour, feed and water intake, mortality rates, and production parameters. Sudden changes often signal health problems. Laboratory diagnostics—serology, PCR, and molecular sequencing—confirm infections and provide insights into pathogen strains and resistance patterns.

Nationally, governments run surveillance programs for notifiable diseases like avian influenza and Newcastle disease. Active surveillance includes regular sampling of commercial and backyard flocks, while passive surveillance depends on farmer reporting of unusual mortality. Unfortunately, underreporting remains a problem in many countries due to fear of culling without adequate compensation. Strengthening farmer trust through transparent policies and compensation schemes is vital for effective surveillance.

At the international level, organizations such as the World Organisation for Animal Health (WOAH), FAO, and WHO collaborate under the One Health framework. They maintain databases of global disease outbreaks, enabling rapid information sharing and coordinated responses. For instance, the FAO's Emergency Prevention System (EMPRES) and WOAH's World Animal Health Information System (WAHIS) provide real-time updates on poultry disease events worldwide.

Molecular surveillance has become increasingly important in the genomic era. Sequencing of pathogens such as avian influenza viruses helps track mutations, emergence of new strains, and potential zoonotic risks. Such data guide vaccine development and policy decisions. Similarly, monitoring antimicrobial resistance genes in poultry pathogens provides critical insights into the AMR crisis.

Technological innovations are enhancing surveillance capabilities. Remote sensors, wearable devices, and artificial intelligence (AI) algorithms can analyze flock behaviour, vocalizations, and environmental parameters to detect early signs of disease. Drones and robotics are

being tested for monitoring large-scale farms. Big data analytics enables predictive modelling of outbreaks, incorporating weather patterns, migratory bird routes, and trade flows.

Surveillance is not only about detecting pathogens but also about building resilience. By identifying hotspots, monitoring vaccine effectiveness, and evaluating management practices, surveillance informs continuous improvement in biosecurity. It also reassures consumers and trade partners about the safety of poultry products.

Over all, surveillance and monitoring are the eyes and ears of poultry health. In an interconnected, changing world, they provide the early warning needed to act before small problems escalate into global crises.

The Role of Technology and Digital Tools in Poultry Health

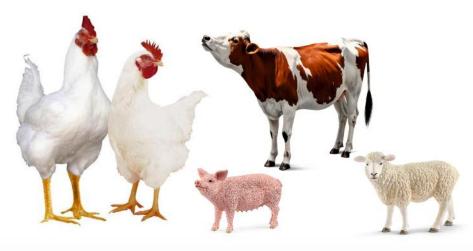
Digitalization is transforming poultry farming, offering new opportunities to strengthen biosecurity and health management. In modern operations, Precision Livestock Farming (PLF) technologies are being deployed to monitor bird welfare, predict health problems, and optimize farm efficiency.

Sensors integrated into poultry houses continuously track temperature, humidity, ammonia levels, and ventilation efficiency. Such real-time environmental monitoring ensures that conditions remain within the comfort zone for birds, reducing stress and susceptibility to disease. Camera-based vision systems analyze bird activity, gait, and feather condition, helping detect early signs of lameness or illness. Microphone sensors, meanwhile, can pick up changes in flock vocalization patterns, which often indicate respiratory distress.

Wearable technologies such as RFID tags and smart leg bands enable individual bird tracking, useful in breeding programs and experimental research. These provide data on feeding behaviour, body weight gain, and mobility, all of which are linked to health.

Artificial intelligence (AI) and machine learning (ML) are at the heart of these advances. AI algorithms process vast streams of data, identifying subtle patterns that human observation might miss. For instance, predictive models can forecast the likelihood of disease outbreaks by analysing feed intake, water consumption, and microclimate variables. Integrating these tools with farm management systems allows farmers to take pre-emptive action before diseases escalate.

Digital record-keeping and blockchain are improving traceability in the poultry value chain. From hatchery to retail, digital systems ensure transparency, which is critical for food safety and consumer trust. Blockchain-based systems can record vaccination histories, biosecurity compliance, and antibiotic use, providing verifiable proof of safe production.





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+91 9026713634 +91 7054809008 Drones and robotics are being explored for large-scale farms to inspect sheds, check flock uniformity, and even carry out cleaning or disinfection tasks with minimal human contact—thereby reducing the risk of pathogen introduction.

Importantly, technology is not limited to large commercial farms. Mobile-based advisory services are helping smallholders access real-time health advice, weather forecasts, and market prices. This digital inclusion reduces the vulnerability of backyard poultry, which often act as reservoirs for pathogens.

Thus, technology and digital tools serve as a new frontier of biosecurity, combining innovation with preventive healthcare. By bridging the gap between human oversight and automated precision, they ensure healthier flocks and safer poultry products in an increasingly complex world.

Policy, Regulation, and Governance in Poultry Biosecurity

Strong policies and governance frameworks are essential to safeguard poultry health at national and international levels. Diseases do not respect borders, and lapses in one region can have ripple effects on trade, public health, and global food security.

At the national level, governments set regulations for farm biosecurity, vaccination programs, and disease reporting. Licensing of hatcheries, slaughterhouses, and feed mills ensures compliance with hygiene and safety standards. Many countries mandate registration of poultry farms, enabling effective surveillance and response. Compensation schemes for culled flocks encourage transparency during outbreaks, while penalties for non-compliance deterrisky practices.

Zoning and compartmentalization are increasingly used as disease management strategies. By designating specific regions or production systems as disease-free, countries can continue trade even if outbreaks occur elsewhere. This requires strict biosecurity, regular audits, and international recognition under WOAH guidelines.

Internationally, organizations such as the World Organisation for Animal Health (WOAH), FAO, and WHO play critical roles under the One Health umbrella. They issue disease reporting standards, coordinate outbreak responses, and support capacity building in low-resource countries. The Codex Alimentarius Commission provides global food safety standards, including those relevant to poultry products.

In recent years, antimicrobial resistance (AMR) has become a major regulatory focus. Many countries have restricted or banned the use of antibiotics as growth promoters in poultry. Instead, policies are encouraging the adoption of alternatives such as probiotics, vaccines, and improved farm management. The challenge lies in ensuring compliance across diverse production systems, especially in countries where enforcement capacity is limited.

Policy also intersects with climate change adaptation and sustainability goals. Governments are incentivizing low-

emission poultry farming, promoting renewable energy use in farms, and encouraging sustainable feed sourcing. Such measures align with the global commitment to reduce agriculture's environmental footprint while ensuring food security.

For effective governance, collaboration among stakeholders is crucial. Veterinarians, farmers, policymakers, researchers, and consumers all have a role to play. Transparent communication, data sharing, and harmonized regulations across borders are necessary to address the transboundary nature of poultry diseases.

Ultimately, policy and governance are the framework within which biosecurity operates. Without coherent regulation and strong enforcement, even the best farmlevel practices cannot prevent or contain disease risks in a rapidly changing global environment.

The Future of Poultry Health: Trends and Innovations

Looking ahead, the poultry sector faces a dynamic future shaped by scientific innovation, consumer expectations, and environmental realities. Several trends are likely to define the trajectory of poultry health and biosecurity in the coming decades.

First, the One Health approach will continue to gain prominence. Recognizing that poultry health, human health, and environmental health are interconnected, future strategies will focus on integrated solutions. This includes shared surveillance systems, joint research on zoonoses, and collaborative policies across sectors.

Second, novel vaccines will play a major role. Advances in recombinant DNA technology, vector-based vaccines, and nanoparticle delivery systems are making vaccines safer, more effective, and easier to administer. Development of universal avian influenza vaccines, capable of protecting against multiple strains, is a key research frontier.

Third, microbiome engineering will open new avenues. Manipulating gut microbiota through next-generation probiotics, designer prebiotics, or even microbiota transplants could dramatically enhance poultry immunity and productivity. This represents a paradigm shift from treating disease to cultivating resilience.

Fourth, artificial intelligence and big data will move from pilot projects to mainstream practice. Farms of the future will operate as interconnected networks, with predictive health systems flagging potential issues before they occur. Blockchain-enabled traceability will become a consumer expectation, ensuring confidence in poultry products.

Fifth, climate-resilient poultry systems will be critical. Heat-tolerant breeds, water-efficient production models, and renewable energy-powered farms will define sustainability. Poultry farming may even diversify into novel protein systems, with cultured meat and insect-based feeds reducing pressure on traditional grain-based diets.

Finally, consumer-driven change cannot be underestimated. Growing demand for antibiotic-free, organic, and animal welfare-friendly poultry will shape farming practices and health strategies.

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Companies and farmers who adapt proactively will thrive, while those slow to change may struggle in competitive global markets.

In short, the future of poultry health is one of innovation and integration. While challenges are certain, the tools and knowledge available today offer unprecedented opportunities to build resilient, sustainable, and healthfocused poultry systems.

Building Resilience in a Changing World

The journey of poultry health and biosecurity reflects the broader evolution of agriculture in a globalized, climateimpacted, and technologically advanced world. From genetics to nutrition, from farm hygiene to global policy. every layer contributes to the complex shield that protects poultry, human health, and food security.

The challenges are formidable: emerging diseases, antimicrobial resistance, climate change, and consumer pressures. Yet, the industry is not without resources. Advances in genetics, vaccines, nutrition, and digital tools are equipping farmers and policymakers with the means to confront these risks. Strong governance frameworks and international collaboration ensure that knowledge and resources are shared across borders.

Perhaps the most important lesson is that biosecurity is not a one-time intervention but a continuous process-a culture that must be ingrained at every level, from the smallest backyard flock to the largest integrated operation. Resilience in poultry health comes not from a single solution but from the integration of many strategies: science, technology, management, policy, and human commitment.

As the world changes, so too must our approach to poultry health. By embracing innovation while honouring fundamental principles of animal care and biosecurity. we can build a poultry sector that is not only productive and profitable but also safe, sustainable, and aligned with global health goals.

In doing so, the poultry industry will continue to provide affordable, high-quality protein to billions, support rural livelihoods, and contribute to the vision of a healthier, more resilient, and food-secure world.

Key Takeaways

- Poultry is vital for global protein supply but highly vulnerable to diseases and climate risks.
- Biosecurity and health are interconnected with food safety, trade, and public health.
- AMR is a global crisis; responsible antibiotic use is nonnegotiable.
- Genetics, nutrition, vaccines, and technology are core to resilience.
- Governance, farmer training, and One Health collaboration ensure lasting impact.
- Future poultry systems must be sustainable, climateresilient, and consumer-responsive.

Prof. (Dr.) P.K. Shukla and Dr. Amitav Bhattacharyya Department of Poultry Science, College of Veterinary Science and Animal Husbandry, Mathura- 281001 (U.P.)

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Appoints Ajay Kumar Tiwari as Regional Sales Manager - West & Central India







uqo Animal Nutrition India Pvt. Ltd. is pleased to announce the appointment of Ajay Kumar Tiwari as Regional Sales Manager - West & Central India, effective 5th September 2025. He will be based in Raipur, Chhattisgarh, and will report to Dr. Krishnamurthy, Commercial Director.

Ajay brings with him more than 16 years of experience in sales and business development in the animal nutrition industry. He has worked with leading organizations such as Cargill and Natural Remedies Pvt. Ltd., where he gained significant expertise in driving growth, building customer relationships, and managing key accounts.

A proactive planner and leader, Ajay specializes in strategic planning and execution and has a strong track record in key account management, consistently delivering business growth and customer satisfaction.

"We are delighted to welcome Ajay to NUQO"," said Dr. Krishnamurthy, Commercial Director, South Asia. "His strategic mindset, strong leadership, and customer-focused approach will play a crucial role in strengthening our presence in West & Central India and supporting Nuqo's growth in South Asia."

Neeraj Kumar Srivastava, Managing Director - South Asia, added: "Ajay's appointment reflects our commitment to building a strong and talented leadership team in India. His experience, energy, and ability to execute strategies will be invaluable as we continue to expand Nugo's footprint and deliver innovative solutions to our customers across the region."

Ajay is a graduate of APS University, Rewa (Madhya Pradesh). His deep understanding of the industry, combined with his ability to build long-term partnerships, makes him a valuable addition to Nuqo's expanding India team.

With this appointment, NUQO° reaffirms its commitment to building a strong leadership team and delivering innovative, sustainable solutions for the animal nutrition industry.



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Building Flock Resilience:

Trouw Nutrition's Systemic Approach to Gut Health and Antibiotic Reduction

Dr. J. Pothanna Technical Manager

The poultry industry is steadily shifting toward antibioticfree production, driven by growing concerns over antibiotic resistance, consumer demand, and regulatory changes. As a result, many farms are exploring how to maintain bird health and performance without the conventional use of antibiotic growth promoters (AGPs).

As the poultry industry moves toward antibiotic-free production to tackle antimicrobial resistance, natural alternatives-often called natural growth promoters-are becoming essential. Acidifiers help keep the gut environment unfriendly to harmful bacteria, improving digestion and feed efficiency. Probiotics, prebiotics and Synbiotics support the growth of good microbes and strengthen birds' natural defenses. Plant-based additives and essential oils from herbs provide antimicrobial and antioxidant benefits and can make feed more appealing. By unlocking nutrients in feed, enzymes help birds absorb more and reduce undigested material that fuels bad bacteria. Newer tools, like immune-boosting compounds and bacteriophages (viruses that target specific pathogens), offer precise and sustainable ways to control disease. Together-along with good management-these options help maintain flock health and performance without relying on antibiotics.

Items	Poultry	
Probiotics	•	 Growth Promotion and Strong scientific evidence for efficacy and commercial used.
Prebiotics		Disease prevention and strong scientific evidence for efficacy and commercial used
Organic acids		
In-feed enzymes		
Antimicrobial peptides	00	Growth Promotion, Disease prevention and some scientific evidence suggests potential efficacy
Phytochemicals	•0	
Minerals		
Immune modulators	00	
Vaccines		
Bacteriophages	0	 Disease treatment and some scientific evidence suggests potential efficacy

Source - 2017-WATT Global Media.

Acidifiers, particularly organic acids, are considered the foremost and most effective alternatives to antibiotics in poultry feed. Feed acidification using organic acids is a key strategy in poultry production for layers and broilers. By lowering the gastrointestinal pH, it inhibits harmful bacteria like Salmonella and E. coli, promoting beneficial gut microbes and improving bird health. Furthermore, organic acids in their undissociated form can penetrate bacterial cell walls, disrupting vital cellular functions through the release of hydrogen ions inside the bacterial cells. This action effectively kills or suppresses harmful bacteria. Organic acids also enhance nutrient digestibility and strengthen immunity, leading to better growth performance and egg production. This makes acidification an essential alternative to antibiotics in sustainable poultry farming.

In the concept of acidification in poultry feed, the main composition of acids includes:

- Short-Chain Fatty Acids (SCFA) C1-C6: These include formic acid, acetic acid, propionic acid, and butyric acid. SCFAs are effective in lowering gut pH and inhibiting pathogens, mainly targeting gram-negative bacteria.
- Medium-Chain Fatty Acids (MCFA) C7-C12: These include caprylic acid (C8), capric acid (C10), and lauric acid (C12). MCFAs have strong antimicrobial properties against various gram-positive bacteria and fungi, enhancing gut health and immunity.
- Long-Chain Fatty Acids (LCFA) >C13: These are less commonly emphasized in acidifiers but may include fatty acids like stearic acid. LCFAs mainly serve as energy sources and contribute to feed stability when combined with other acids.

When stone grit is added to poultry feed to help hens develop strong eggshells, the calcium carbonate in the grit raises the alkalinity (pH) of the bird's digestive system. If the gut becomes too alkaline, it can hinder the bird's ability to absorb calcium efficiently. While simple chemical calculations may indicate that a large amount of acidifier—sometimes up to 8 kilograms per ton of feed—is necessary to counteract this alkalinity, the reality is different.



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In practical poultry feeding, much smaller amounts of acidifier, typically between 1 and 3 kilograms per ton of feed, are sufficient. This is because commercial acidifiers are blends containing less pure acid along with other beneficial ingredients. Additionally, the bird's digestive system naturally produces acids, and the beneficial gut bacteria work alongside the acidifier to maintain a balanced gut environment. Other feed components also influence gut pH, reducing the need for higher acidifier amounts. Using the right level of acidifier ensures better calcium absorption, stronger eggshells, reduced feed costs, and improved gut health

When selecting an acidifier for poultry nutrition, several important factors must be taken into account to ensure it works effectively.

- Factors influencing the efficiency of dietary organic acid supplementation.
 - · pKa-value · Molecular weight
 - Chemical form (acid, salt, coated or not)
 - · MIC-value of the acid · Animal species
 - · Kind of micro-organism
 - · Site and location in the gastro-intestinal tract
 - · Buffering capacity of the feed

Buffering capacity (B-value) is a measure of how much resistance a feed must changes in pH. A feed with high buffering capacity requires more acid to reduce its pH, while a feed with low buffering capacity is easily acidified.

Feeds rich in protein (soybean meal, fish meal) and minerals (limestone, dicalcium phosphate) tend to have high buffering capacity. High buffering capacity can make it challenging to create the acidic gut environment needed for optimal enzyme function and microbial balance. Cereal grains typically have lower buffering values.

The relationship between buffering capacity and acidifier dose is direct and important: the higher the buffering capacity of the feed, the greater the dose of acidifier needed to effectively lower the pH. In feeds with low buffering capacity, only a small amount of acidifier is required to achieve the desired acidification.

Proper balancing of acidifier dose with the feed's buffering capacity is essential. If too little acidifier is added to a high buffering capacity diet, the pH will not decrease enough, reducing the benefits of acidification. Conversely, adding excessive acidifier can cause feed palatability issues or irritate the digestive tract.

Poultry	Approximate	Common	Approximate		
GIT Site	pH Range	Organic Acids	pKa Value		
Crop	4.5 - 5.5	Lactic acid	3.85		
Proventriculus	2.5 - 3.5	Formic acid	3.75		
Gizzard	2.5 - 3.5	Propionic acid	4.87		
Duodenum	5 .0- 6.0	Acetic acid	4.76		
Jejunum/Ileum	6.0 - 6.8	Butyric acid	4.82		
Cecum	~6.5 - 7.0	Benzoic acid	4.2		
Large Intestine	Near neutral	Sorbic acid	4.76		
		Ammonium Formate	9.2 to 9.25		

Single acids like formic, propionic, or citric acids are used for targeted effects, such as rapid pH reduction or energy provision in specific gut sections. For example, formic acid—with a low pKa—efficiently lowers the gut's pH, suppressing pathogenic bacteria predominantly in the crop and proventriculus. Blends of acids, on the other hand, are preferred during periods of heightened disease risk, stress, or following the withdrawal of antibiotics. The synergistic interactions among acids in blends provide a broader antimicrobial spectrum, cover more intestinal segments, and usually require lower effective doses.

Based on the pH and pKa concept, the use of organic acid blends is important in poultry nutrition because gut pH varies across different segments. Since the antimicrobial effectiveness of an acid depends on it being undissociated—which is influenced by the pH relative to its pKa—a blend of acids with different pKa values ensures consistent activity throughout the entire gut. Acid blends combine short-, medium-, and sometimes long-chain fatty acids to target multiple gut regions, improving pathogen control, enhancing gut integrity, and supporting nutrient absorption. Thus, acid blends provide a broader and more reliable antimicrobial effect in the variable pH environment of the poultry gastrointestinal tract compared to single acids alone.

Conclusion

As the poultry industry embraces antibiotic-free production, a science-based approach becomes indispensable. Trouw Nutrition's integrated model—built around Selacid Green Growth and hydroxy trace minerals—shows how gut health and performance can be optimized without antibiotics.

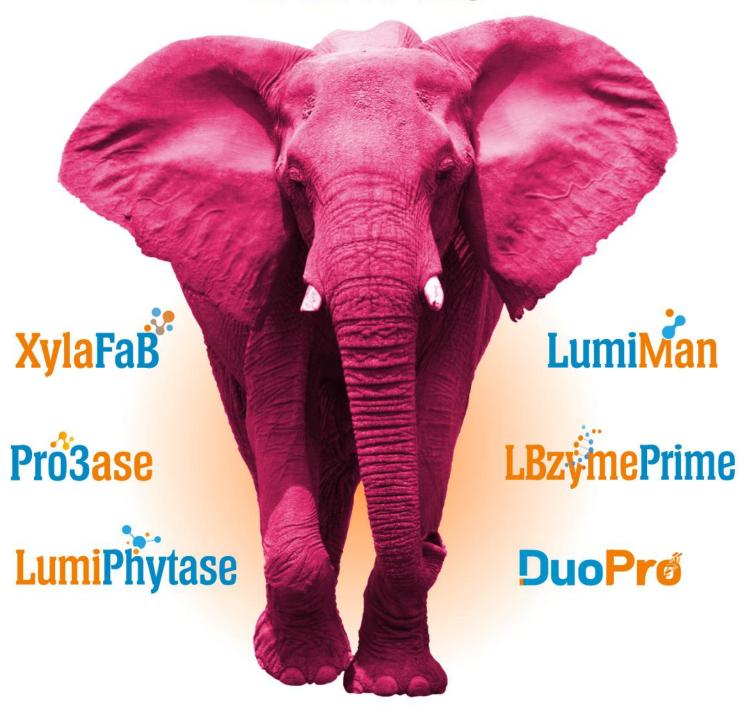
- Selacid Green Growth, a blend of free and buffered short- and medium-chain fatty acids, promotes gut microbial balance, supports digestive health, and sustains performance under antibiotic-free production. Surpassing AGP equivalents in trials, it delivers comparable growth and feed efficiency without compromising bird health.
- Hydroxy trace minerals (e.g., hydroxychloride forms of zinc, Copper, Manganese) demonstrate superior bioavailability and stability over traditional sulfates. Broilers fed these minerals show improved growth performance, enhanced gut microbiota diversity, and even better carcass traits—while reducing environmental mineral excretion



Dr. J. PothannaTechnical Manager
Trouw Nutrition South Asia



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Unlocking Hidden Nutrition In Corn-soy Diets:

A Closer Look at the Efficacy of Modified Gh11 Xylanase for Broilers



Made of More

Dr. Koushik De,
Sales Director, Poultry-SCA
NOVUS

In India, most broiler diets rely heavily on corn and soybean meal, with corn often making up two-thirds of the formulation. While these ingredients offer significant energy and protein, broilers face physiological limitations: Due to gastrointestinal limitations and minimal endogenous enzyme production, broilers lack the digestive capacity to utilize the full nutritive value of their diet. As a result, a substantial portion of feed energy passes through undigested, wasting resources and leaving performance gains unrealized. In an effort to maximize nutrient utilization, Exogenous enzymes, particularly xylanases, are used to break down these indigestible compounds, especially non-starch polysaccharides (NSPs). But corn poses unique challenges due to its high inclusion rate and the nature of its NSP content.

Although corn has a lower total NSP content than soybean meal, its impact is high because of how much corn is used in the diet. Even in well-balanced corn-soy diets, NSPs like arabinoxylans, B-glucans, mannans, and galactomannans can impede nutrient absorption and energy utilization in the digestive tract, reducing overall broiler performance. These anti-nutritional effects can result in the loss of up to 400-450 kcal/kg of energy, primarily from fat, protein, and starch (1). For producers operating on tight margins, this hidden inefficiency can quietly erode both performance and profitability.

The impact of xylanase in wheat-based diets has been widely explored and has shown consistent results ⁽²⁾. But when it comes to corn and other non-viscous grains which have a presence of more insoluble xylans, there has been skepticism among nutritionists and producers about the role and efficacy of xylanase.

Understanding GH11 Xylanase

Feed represents the single largest cost in poultry production, accounting for up to 70% of total costs. As a result, reducing feed costs without compromising

performance remains a top priority for the industry. Xylanase is one effective way to achieve lower feed costs by reducing viscosity and releasing nutrients.

While standard GH10 xylanases perform well in wheat and rye by reducing viscosity, their effect is often limited in

corn-based diets. However, GH11 xylanases are structurally different from their GH10 counterparts. The GH11 xylanase consists of a single catalytic module and degrades both soluble and insoluble xylans. Typically, the GH11 family of xylanase is more active than GH10 on insoluble substrate and thereby allows more entrapped nutrients to be released in corn-soy diets.

Because GH11 acts on both soluble and insoluble fractions, it has opened new possibilities for unlocking energy previously lost in broiler diets dominated by corn.

Enhancing the GH11 Advantage

Recognizing the potential of GH11 enzymes in corn-soy diets, NOVUS has introduced a modified GH11 xylanase with enhanced efficacy as part of its CIBENZA® Enzyme Feed Additive range. This endo-1,4-beta-xylanase, derived from a unique gene in a naturally occurring fungal microorganism, features a starch binding domain as a secondary binding site for greater catalytic activity, supports degrading of both soluble and insoluble xylans and offers consistent results. (Figure 1)

Its thermostability, low-pH resistance, and pump-like structure help ensure the enzyme performs reliably across feed manufacturing and in vivo conditions. Unlike traditional GH10 enzymes, this modified GH11 xylanase was specifically optimized through trials using corn-based diets, making it a better fit for markets like India.

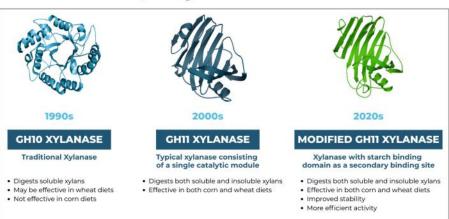


Figure 1: Evolution of Xylanase Technology

Time matters when it comes to enzyme activity in poultry digestion. With a relatively short feed retention time in the lower digestive tract, enzyme efficiency is critical for nutrient release. A comparative analysis of different xylanases (Figure 2) shows that the commercial

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Broiler Concentrates:

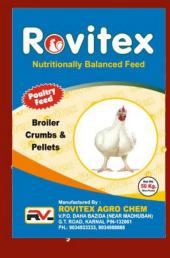
- ❖ Broiler 10% Concentrates
- ❖ Broiler 7.5% Concentrates
- **❖ Broiler 5.5% Concentrates**
- ❖ Broiler 3.5% Concentrates
- ❖ Broiler 2.5% Concentrates
- ❖ Broiler 1.5% Concentrates

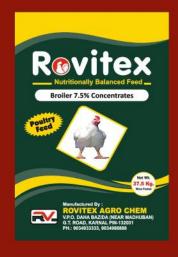
Layer Concentrates:

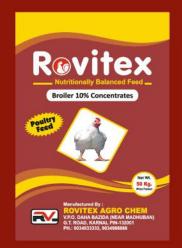
- Layer 5% Concentrates
- ❖ Layer 10% Concentrates
- **❖ Layer 25% Concentrates**
- Layer 35% Concentrates

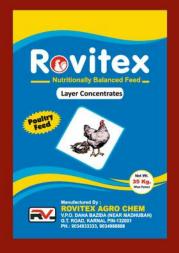
Broiler Crumbs/Pellets:

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











ROVITEX AGRO CHEM

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Samarjeet Singh Lamba: +91-90349-88888, 95410-22000

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

Dealers enquiries solicited from unrepresented areas

GH10 degraded 10% of the insoluble xylans in five hours and commercial GH11 degraded 20% of the insoluble xylans in five hours. Whereas NOVUS modified GH11 xylanase degraded 20% of the insoluble xylans in one hour. This rapid hydrolysis of insoluble xylans highlights the aggressive mode of action and superior suitability of NOVUS' enzyme for corn-soy diets, where fast and consistent NSP breakdown is essential for optimal nutrient release.

Broiler Performance Improvement

NOVUS recently completed a performance trial in India in 2024 to further evaluate its modified GH11 xylanase, under local production conditions In this study, 432 Cobb broilers were fed a corn-soybean meal (SBM) diet with 130 kcal/kg reduced metabolizable energy (ME) over a 42-day period. Birds received either a modified GH11 xylanase at 100 gram/kg feed inclusion or a standard GH11 xylanase at the same inclusion level. This trial was designed to



Figure 2: Comparative Degradation of Insoluble Xylans by Xylanase Enzymes (Corn, Rice Bran, Sorghum Substrates)

reflect practical field conditions while testing enzyme effectiveness in unlocking energy from NSPs in corn-heavy formulations common to the region.

Broilers supplemented with modified GH11 xylanase achieved better performance outcomes at 42 days compared to those fed a standard GH11 xylanase. Birds receiving modified GH11 xylanase showed higher body weights (BW) and lower feed conversion ratios (FCR), even when the diet was formulated to include 130 kcal/kg less metabolizable energy (ME). (Figure 3,4). At just 100 gram/kg feed inclusion, the enzyme helped offset the effects of reduced energy, delivering more consistent performance and can enhance the overall return on investment in corn-soy based feeding programs.

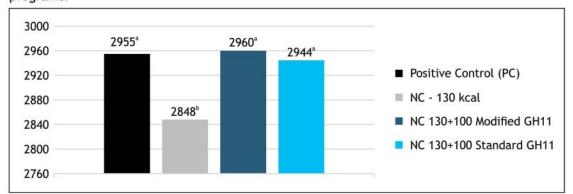
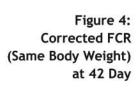
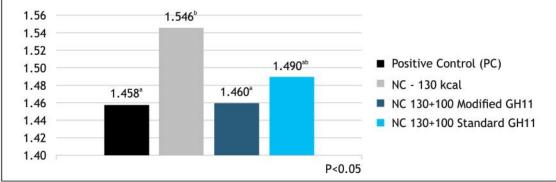


Figure 3: Body Weight Gain at 42 Day





Advancing Feed Efficiency Through Modified GH11 Xylanase Technology

Not all xylanases are the same, especially when it comes to efficiency in corn. For poultry producers working to reduce feed costs without compromising bird performance, enzyme solutions must match the nutritional realities of their diets.

By efficiently breaking down NSPs and improving nutrient availability, NOVUS's Modified GH11 Xylanase Enzyme Feed Additive offers a modern approach to feed optimization in corn-soy diet. This results in a better feed conversion ratio, more consistent performance, and improved ROI.

Reference available on request



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Ventri Biologicals Conducted Technical Seminar on Key Strategies to Control Century-Old Diseases of Poultry



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

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

Dr. Prakash Reddy emphasized that constant vigilance against LPAI, coupled with early detection, timely diagnosis, and strict biosecurity, is vital to minimize losses. He highlighted farm level biosecurity,





disinfection, all-in/all-out systems, controlled movement, and proper litter management-as the foundation of poultry health, further supported by good management practices such as ventilation, stocking density, and nutrition. The discussion also covered major viral threats, with NDV (Genotype XIII) persisting as a serious challenge in India and IBV's diverse variants complicating protection, underscoring the need for regional surveillance and updated vaccination strategies.

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

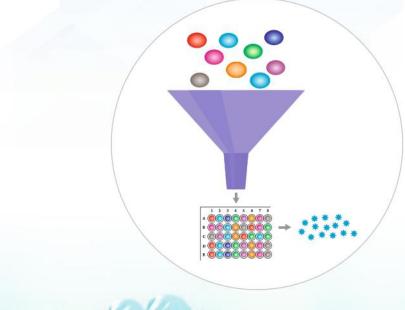
The program concluded with a vote of thanks by Dr. Rakesh Yadav, who appreciated the delegates' active participation and Dr. Prakash Reddy's scientific insights. He reiterated Venworld's commitment to empowering the poultry sector with science-based solutions, innovative vaccines, and strong technical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

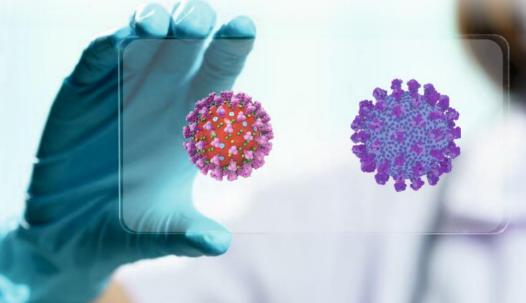






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Poultry Gut Health Troubleshooters



ut health in poultry is crucial for their overall health, productivity, and ability to resist diseases. When gut health is compromised, poultry can face reduced growth rates, lower feed efficiency, and an increased risk of infections. Here are some key factors and predisposing factors for common gut health issues in poultry:

Imbalance in Gut Microbiota (Dysbacteriosis):

Dysbacteriosis is an imbalance in the gut microbiota, where harmful bacteria outnumber beneficial ones and produce some toxins.

Impact: It can lead to poor digestion, nutrient malabsorption, inflammation and vulnerability to infections like *Escherichia coli*, *Staphylococcus sp*, *Salmonella sp and Clostridium perfringens*.

Prevention: Molecules with effective anti-microbial activity against gut pathogens can help maintain a balanced microbiota.

Coccidiosis:

Caused by the *Eimeria* species, coccidiosis damages the gut lining and disrupts its structural integrity that allows entry of pathogens in to the body system and also leads to diarrhoea and reduced nutrient absorption.

Impact: Decreased growth rates, dehydration, secondary infections, and sometimes mortality.

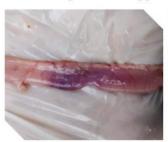
Prevention: Ionophores, chemical coccidiostats and vaccination can help prevent and control outbreaks.

Necrotic Enteritis:

A bacterial infection primarily caused by *Clostridium perfringens*, often secondary to intestinal coccidiosis.

Impact: Damages the intestines, leading to reduced feed intake, poor growth, increased mortality in heavy birds and carcass downgrading.

Prevention: Good hygiene, reducing dietary protein levels, and using effective anti-microbial products can help prevent outbreaks.





Enteritis from Bacterial Infections:

Pathogens like *Escherichia coli* and *Salmonella* can cause enteritis, leading to inflammation and damage to the gut lining.

Impact: Can reduce nutrient absorption, increase morbidity and mortality, and impact growth rate in broilers and egg production in layers.

Prevention: Ensuring biosecurity, controlling contamination, and using Effective strategies to control pathogenic bacterial load and to reduce risks.

Nutritional Imbalances:

Deficiencies or excesses in certain nutrients can affect gut health. High protein diets can predispose birds to bacterial overgrowth.

Impact: Nutritional imbalances can lead to malabsorption, weakened immunity, promote growth of harmful bacteria with increased mortality and reduced growth rates.

Prevention: Formulating balanced diets and ensuring optimal levels of nutrients and minerals like zinc, copper, and vitamins.

Stress and Environmental Factors:

Poor housing conditions, overcrowding, and temperature extremes can increase stress, negatively affecting gut health.

Impact: Stress can disrupt the gut microbiota balance, reduce immunity, and make birds more susceptible to diseases.

Prevention: Providing optimal housing, controlling temperature, ensuring adequate ventilation, minimizing overcrowding, and reducing/handling stress.

Clinical signs of gut health issues

Gut health issues in poultry can manifest through a variety of clinical signs. Since the gastrointestinal tract is essential for nutrient absorption and immune function, any imbalance or disease in the gut can lead to both digestive and systemic symptoms. Here are some common clinical signs indicating gut health issues in poultry:

Poor Growth and Weight Gain:

Birds with compromised gut health often have stunted growth or fail to reach expected weight targets, as seen in conditions like necrotic enteritis and coccidiosis.

Implications: Slow or inconsistent growth rates reduce productivity and can indicate issues with nutrient absorption due to gut damage or inflammation.

Changes in Feed Conversion Ratio (FCR):

Affected birds require more feed to gain the same amount of weight due to inefficient digestion and absorption. An elevated FCR (more feed per unit of weight gain) often signals gut health issues.

Implications: Poor FCR increases production costs, especially if widespread in the flock. This can result from conditions such as dysbacteriosis or mycotoxin damage.

Wet Droppings:

Loose, watery droppings are a common sign of gut health problems like dysbacteriosis, coccidiosis, or bacterial infections (e.g., *E.coli*, *Salmonella and Clostridium*).

Implications: Diarrhoea can lead to dehydration, reduced nutrient absorption, and potential electrolyte imbalances. Wet droppings also make litter management more difficult and can increase ammonia levels in the air, leading to respiratory problems.

Feathering and Skin Quality Issues:

Birds with gut health issues may have poor feathering and dull, scruffy feathers, as well as skin lesions in some cases.

Implications: These signs can indicate malnutrition, as nutrients are not properly absorbed, or they may be secondary to high ammonia levels from wet droppings in the litter.





Lethargy and Leg Weak Issues:

Birds with gut health issues will be recumbent ventrally and will have bumble foot and hock burn issues due to poor litter quality. This is often seen in birds with infections or significant inflammation in the gut.

Implications: Lethargy and recumbent reduces feed and water intake which affects overall productivity and result. Leg weak issues deteriorate the market value of the birds which affects overall profit.











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Unusual or Foul Odour from Droppings:

Gut infections, especially with pathogens like *Clostridium perfringens* (associated with necrotic enteritis), can produce foul-smelling droppings. **Implications:** A strong, foul odour is often a sign of gut dysbacteriosis or infection, requiring attention to prevent further flock contamination.

Pasty Vent (Vent Gleet):

A vent covered with pasty droppings can be a sign of digestive upset, often due to coccidiosis, bacterial overgrowth, or mycotoxicosis.

Implications: Pasty vents indicate gastrointestinal distress and, if severe, may require intervention to prevent further issues, including cloacal blockage.



Changes in Egg Production (Layers):



Layers with gut health issues may show a decrease in egg production, poor shell quality, or more number of dirty eggs.

Implications: This can result from malnutrition due to poor absorption of nutrients or from stress and inflammation associated with gut infections.

Weight Loss or Emaciation:

Severe or chronic gut health issues can lead to weight loss and a "wasting" appearance due to prolonged malnutrition and poor feed efficiency.

Implications: Emaciation is a serious sign, often indicating long-standing digestive or absorptive issues. This may be seen in cases of chronic coccidiosis, necrotic enteritis, or mycotoxin exposure.

High shrinkage loss and transit mortality:

Gut issues impair the health of the birds, cause diarrhoea, increase stress and affected birds upon transport to market areas suffer higher level of loss in body weight and high transit mortality.

Implications: Higher shrinkage loss and transit mortality levels impact profitability to the integrators and may lead to carcass downgrading also.





Economic impacts due to gut health issues

Gut health issues in poultry can have significant economic impacts on the poultry industry. Compromised gut health not only affects the growth and productivity of the birds but also increases the production cost due to higher feed requirements, healthcare costs, and losses from mortality or culling.

Here's a closer look at the main economic impacts:

Reduced Feed Conversion Efficiency:

Impact: Gut health issues, such as dysbacteriosis and infections, reduce nutrient absorption, meaning birds need more feed to achieve the same growth. Feed accounts for up to 70% of the total cost of poultry production, so poor feed conversion can drastically increase production costs.

Economic Effect: Increased feed costs per unit of weight gain or egg production, reducing profitability.

Slower Growth Rates:

Impact: Poor gut health hinders growth and delays the time it takes for broilers to reach market weight. In laying hens, it may delay the onset of lay or reduce egg production rates.

Economic Effect: A longer production cycle results in higher overhead and feeding costs, reducing the return on investment for each batch of birds.

Increased Mortality and Culling Rates:

Impact: Severe gut health issues like coccidiosis and necrotic enteritis can increase mortality rates and necessitate the culling of affected birds to prevent the spread of disease.

Economic Effect: Loss of potential revenue from deceased or culled birds and increased costs associated with managing and disposing of carcasses.

Higher Veterinary and Healthcare Costs:

Impact: Infected or compromised birds often require medications, vaccinations, and other treatments, particularly in operations that do not use antibiotic growth promoters (AGPs).

Economic Effect: Increased cost of healthcare and medication, as well as labour expenses associated with administering treatments and managing sick birds.

Quality Issues in End Products:

Impact: Gut health problems can lead to quality issues in both meat and eggs. For example, Clostridium infections or mycotoxin contamination can result in meat rejection, downgrading, or eggs that are unsuitable for sale.

Economic Effect: Reduced revenue from lower-quality products and potential losses from products that must be discarded or downgraded.

Increased Risk of Food borne Pathogens:

Impact: Gut health issues increase the risk of food borne pathogens like *Salmonella* and *Campylobacter*, which can spread through the flock and enter the food supply.

Economic Effect: Higher costs for testing, monitoring, and implementing biosecurity to prevent contamination. Additionally, outbreaks can lead to product recalls, damage brand reputation, and reduce market demand, leading to revenue losses.

Management and Prevention Strategies:

Maintaining a healthy gut in poultry is vital for growth, performance, and disease resistance. This can be achieved through strict biosecurity measures such as proper sanitation of feed, water, equipment, and visitor handling; providing balanced nutrition with essential vitamins, minerals, enzymes, proteins, and fiber; and using additives like probiotics, prebiotics, and organic acids to support gut health.







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NUTRINOMICS



Re-thinking Litter Management in Poultry: Addressing Flies and Odour Beyond Conventional Interventions

Welcome to Nutrinomics...

"Nutrinomics, is the merging of the nutrition and health economics disciplines to assess the impact of nutrition on animal health and disease and to illustrate the health and economic aspects of specific changes in the daily nutrition and nutrition recommendations through the lens of cost effectiveness".

Introduction

Litter management is a cornerstone of sustainable poultry production, directly impacting bird health, environmental safety, and community acceptance. Among the many challenges faced by poultry producers, fly infestation and persistent odour remain the most difficult to control. These issues not only affect farm hygiene but also pose risks of disease transmission, regulatory scrutiny, and strained relationships with neighbouring communities. While physical and chemical interventions are widely used, their limitations have become increasingly evident, prompting the need for more holistic solutions.

The Scale of the Problem

In layer farms, manure accumulates over extended periods. High organic content, combined with moisture and warmth, provides an ideal environment for microbial decomposition. This decomposition releases ammonia and volatile organic compounds (VOCs), causing characteristic odours. Simultaneously, manure becomes a breeding ground for flies, especially the housefly (*Musca domestica*), which thrives in moist litter. These flies are more than a nuisance; they act as mechanical vectors for pathogens such as *Salmonella*, *E. coli*, & *Campylobacter*. Odour emissions, meanwhile, not only reduce the quality of farm air but also raise complaints from nearby communities, often escalating into regulatory challenges.

Physical Interventions and their Limitations

Producers have long relied on physical interventions such as:

- Frequent manure removal to reduce breeding material.
- Ventilation systems to disperse odour and maintain drier litter.
- Litter drying and aeration using mechanical turners.
- · Screens and traps to reduce adult fly populations.

While these practices offer temporary relief, they often fail under real-world conditions. For instance:

- Frequent manure removal is labour-intensive and costly, particularly in large-scale operations.
- Ventilation disperses odour but does not eliminate its source.
- Mechanical drying is inconsistent, especially during humid or rainy seasons.
- Screens and traps reduce adults but do not address the root cause, fly breeding in litter.



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- Nutrena 3.5% Pre-Starter / Starter / Finisher Concentrates
 To be used with soya, maize and oil with inclusion rate 35 kg / Ton of complete feed.
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- And premixes as per requirement.

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Chemical Interventions and their Drawbacks

Chemical interventions, including insecticides, larvicides, disinfectants, and litter amendments, are common tools in poultry waste management. However, their limitations are increasingly recognized:

- Insecticide resistance develops rapidly in fly populations, reducing effectiveness over time.
- · Chemical residues may contaminate litter, raising concerns for composting.
- · Ammonia-binding chemicals like alum or lime can lower odour temporarily but require repeated application, adding to costs.
- Overreliance on chemicals may disrupt the microbial balance of litter, sometimes worsening odour generation.
- · Moreover, environmental and consumer concerns around chemical residues and sustainability are pushing farms to move away from sole reliance on these methods.



The Recurrent Fly Cycle: Why Larval Control is Critical

Flies are persistent because of their rapid and recurring life cycle. A single housefly can lay hundreds of eggs on moist manure, which hatch into larvae (maggots) within 24 hours. These larvae then pupate and emerge as adults in less than 10 days under favourable conditions. As long as litter provides moisture, warmth, and nutrients, this cycle continues relentlessly.

Targeting only adult flies is a short-lived strategy. Even if adults are eliminated, new generations emerge within days, re-establishing the infestation. The only sustainable way to control flies is to break the cycle at the larval stage. Interventions that dry litter, stabilize nutrients, or directly suppress larval development can drastically reduce fly populations at their source. By focusing on larvae, producers can prevent future outbreaks rather than constantly chasing adult flies with traps and insecticides.

Why Current Approaches Fall Short

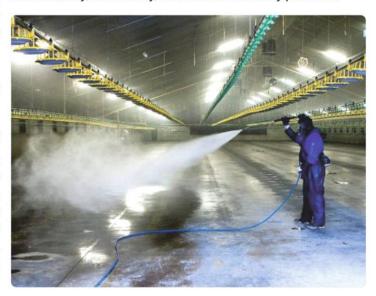
The persistence of fly and odour issues highlights a critical point: physical and chemical interventions primarily address symptoms, not causes. Flies proliferate because manure remains nutrient-rich and moist enough to sustain their lifecycle. Odours persist because microbial breakdown of uric acid and proteins continues unchecked. As long as litter remains biologically unstable, these problems will resurface despite repeated interventions.



Moving Toward Sustainable Management

The limitations of current strategies underscore the need for integrated, biology-centred approaches that stabilize manure at the source. By modifying microbial activity and nutrient dynamics within the litter, it becomes possible to:

- Reduce ammonia release and odour formation.
- · Limit the conditions favourable for fly breeding.
- Improve litter value as a safe, nutrient-rich organic fertilizer. Such approaches not only provide long-lasting results but also align with the poultry industry's push toward sustainability, biosecurity, and circular economy practices.



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ABTL's Integrated Protocol

To overcome the limitations of conventional methods, many farms are now adopting biological interventions that harness the power of microbes and enzymes to stabilize litter. Among the proven approaches are ABTL's flagship solutions - Flyzyme and Envirozyme, which are applied directly on the litter.

- Flyzyme: A microbial-enzymatic formulation that accelerates litter decomposition while disrupting the housefly life cycle. By enhancing the breakdown of organic matter, Flyzyme creates conditions that are unfavourable for maggot survival, effectively killing larvae and preventing their progression into adult flies. This approach tackles the problem at its source, ensuring long-term control over fly populations.
- Envirozyme: A specialized blend of enzymes and beneficial microbes aimed at reducing odour emissions from poultry litter. By stabilizing nutrients and limiting the microbial breakdown processes that release ammonia and volatile organic compounds, Envirozyme significantly lowers foul smells. This not only improves in-house air quality for birds and workers but also minimizes complaints from surrounding communities.

Together, these biological tools provide a dual benefit - Flyzyme strengthens decomposition and halts fly breeding at the larval stage, while Envirozyme tackles odour by stabilizing litter nutrients.

Supporting Evidence from Field Trials

Field evaluations conducted under commercial poultry farm conditions have validated the efficacy of these biological interventions.

Parameter	Initial Litter Condition	After Flyzyme+ Envirozyme Application		
C:N ratio	10-12:1	25-30:1 (optimum)		
Fly larvae survival(%)	High (70-80%)	<10%		
Odour intensity (qualitative)	Strong, Persistent	Significantly reduced		
Ammonia release (ppm range)	80-120 ppm	30-40 ppm		
Litter stability& fertilizer value	Poor, Unstable	Stabilized, Nutrient-rich		

These outcomes demonstrate that combined microbial enzymatic interventions such as Flyzyme + Envirozyme can significantly improve litter quality by achieving nutrient stabilization (optimum C:N ratio), odour reduction, and fly control at the larval stage; results not consistently attainable with physical or chemical interventions alone.

Conclusion

Poultry litter management is more than a sanitation task; it is a critical determinant of farm performance, environmental impact, and community relations. While physical and interventions remain widely chemical used, shortcomings in controlling flies and odour are increasingly evident. Tackling these challenges at their biological root, rather than applying temporary fixes, represents the path forward for resilient and sustainable poultry production.





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Issue - OCT 2025



OPTIMA SETS A NEW BENCHMARK IN POULTRY GUT HEALTH



Upgraded with BV-OLS1101 — A Proprietary Strain for Proven Performance

Dr. Kalyani Sarode

Sr. Product manager Optima Life Sciences Private Limited, Pune

The poultry industry today is at a crossroads. On one hand, the demand for high-quality protein is rising rapidly; on the other, global concerns over antimicrobial resistance (AMR) are driving the shift away from antibiotic growth promoters (AGPs). This transition calls for solutions that are not only effective but also sustainable, safe, and scientifically validated.

At Optima Life Sciences, innovation is the cornerstone of our mission. In line with our commitment to developing next-generation non-AGP interventions, we are proud to introduce a significant advancement—ButyEster Pro3 upgraded with our proprietary registered strain, *Bacillus velezensis BV-OLS1101*.

The Science Behind BV-OLS1101

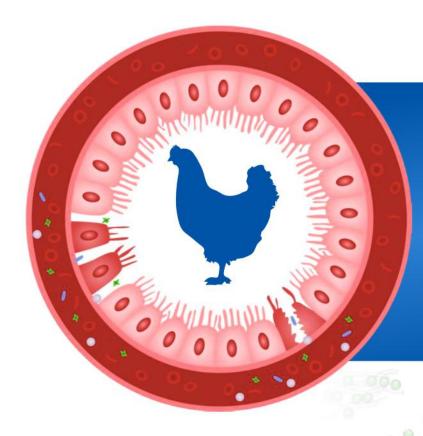
Bacillus velezensis has emerged as one of the most promising probiotic species for animal nutrition, recognized globally for its resilience and multifunctional health benefits. What makes BV-OLS1101 unique is its ability to:

- Produce potent antimicrobial peptides (AMPs): BV dedicates ~4% more of its genome to AMP biosynthesis compared to Bacillus subtilis. These AMPs disrupt pathogenic bacteria and suppress opportunistic microbes.
- Secrete subtilisin: A stable
 extracellular serine protease, subtilisin
 provides dual benefits—enhancing protein
 digestion and contributing to pathogen
 control.
- Strengthen intestinal immunity:
 By stimulating mucosal defenses and secretory IgA production, BV-OLS1101 helps birds resist enteric stressors such as Clostridium perfringens.
- Optimize nutrient utilization:
 Improved protein breakdown means less undigested protein in the gut, reducing dysbiosis and supporting efficient growth.





Beyond Conventional Tributyrin's



STRENGTHENING
THE GUT ACROSS
EVERY AXIS - CELLS,
INTEGRITY, MICROBES
& IMMUNITY

WITH PROPRIETARY STRAIN

Bacillus velezensis, BV-OLS1101





A newly characterized *Bacillus velezensis* strain (*BV-OLS1101*), taxonomically identified via 16S rRNA sequencing, demonstrates robust probiotic attributes and a unique ability to secrete the serine protease subtilisin.

BV-OLS1101 exhibited thermotolerance (89% survival at 80 °C), strong acid and bile resistance, broad-spectrum antibiotic susceptibility, and in vitro antagonism against *Clostridium perfringens* (CP). Subtilisin production was validated through protease activity assays, PMSF inhibition, and SDS-PAGE analysis.

In a 42-day broiler trial, supplementation with BV-OLS1101 (250 or 500 mg/kg feed) under CP challenge improved feed conversion ratio (FCR) by up to 7.9% (P = 0.01), reduced cecal and ileal lesion scores, and significantly modulated mucosal immunity. Specifically, BV-OLS1101 downregulated pro-inflammatory cytokines (IL-1 β , IL-6, IFN- γ) while upregulating TGF- β , MUC2, and sIgA expression.

These findings highlight subtilisin as a potential immunomodulatory factor, positioning *BV-OLS1101* as a next-generation, heat-stable probiotic capable of sustaining gut health and performance in AGP-free poultry systems.

Reference: S. Haldar, A.K. Dhara, I. Sengupta, S. Paul, S.S. Arora, R. Kumar, A. Pal, V. Kulkarni. Agrivet Research and Advisory Pvt Ltd., ICMR-NIRBI, Optima Life Sciences Pvt Ltd.

ButyEster Pro3: A Multifactorial Approach to Gut Health

ButyEster Pro3 has been developed as an integrated gut health solution, strategically combining probiotics, postbiotics, and prebiotics to address the multifaceted challenges of poultry production.

The incorporation of the novel strain *Bacillus velezensis BV-OLS1101* further enhances its functional efficacy, delivering scientifically validated benefits across key domains:

- Probiotic Innovation broad-spectrum pathogen suppression, improved feed conversion, and resilience under enteric challenge.
- Postbiotic Modulation enhanced intestinal barrier function, regulation of mucosal cytokine expression, and immunomodulatory precision.
- Prebiotic Support stabilization of microbial ecology, promotion of beneficial taxa, and reinforcement of long-term intestinal homeostasis.

By uniting these mechanisms, ButyEster Pro3 represents a next-generation gut health program, providing a robust, evidence-based alternative to antibiotic growth promoters (AGPs) while sustaining productivity in intensive poultry systems.

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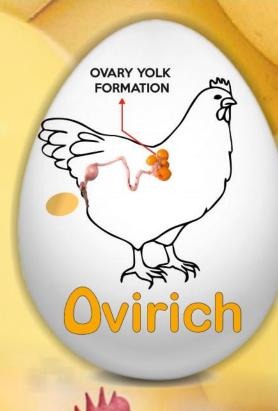




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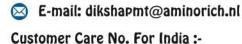


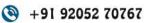
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AUGUST-2025

Northern Region

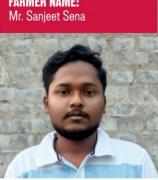
COMPANY: Sampoorna feeds **FARMER NAME:** Mr. Bhagwan Dass Pol



AUGUST-2025	Top #1					
Farm Type	OPEN HOUSE					
State	Haryana					
Chicks Placed	15820					
Mean Age	32					
Avg Body Wt	2226					
FCR	1.248					
cFCR	1.198					
Livability%	97.3					
Daily Gain	69.6					
FPFF	542.3					

Eastern Region

COMPANY: IB Group **FARMER NAME:**



	AUGUST-2025	Top #1				
	Farm Type	EC HOUSE				
	State	Odisha				
	Chicks Placed	5088				
	Mean Age	37				
	Avg Body Wt	2781				
	FCR	1.541				
	cFCR	1.367				
	Livability%	94.1				
	Daily Gain	75.2				
1	EPEF	458.8				

Central Region

COMPANY: Jafpa **FARMER NAME:** Mr. Ravaji Laxman B



AUGUST-2025	Top #1
Farm Type	EC HOUSE
State	Maharastra
Chicks Placed	7275
Mean Age	31.7
Avg Body Wt	2284
FCR	1.303
cFCR	1.240
Livability%	95.9
Daily Gain	72.0
EPEF	530

South Region

COMPANY: SKM feeds FARMER NAME: Mr. Sivaperumal E



AUGUST-2025	Top #1
Farm Type	OPEN HOUSE
State	Tamil Nadu
Chicks Placed	5931
Mean Age	35.8
Avg Body Wt	2550
FCR	1.440
cFCR	1.318
Livability%	96.2
Daily Gain	71.3
EPEF	476.3

AUGUST-Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC house	7305	31.9	2158	1.336	1.300	95.4	67.7	484.1
North Open house	15820	32.0	2226	1.248	1.198	97.3	69.6	542.3
East EC house	5088	37.0	2781	1.541	1.367	94.1	75.2	458.8
East Open house	3254	40.0	2663	1.493	1.346	96.0	66.6	428.3
Central EC house	7275	31.7	2284	1.303	1.240	95.9	72.0	530.0
Central Open house	8067	34.4	2436	1.374	1.277	98.0	70.8	505.4
South EC house	22416	37.0	2675	1.464	1.314	95.7	72.3	472.5
South Open house	5931	35.8	2550	1.440	1.318	96.2	71.3	476.3

AUGUST-Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	Open House	Haryana	15820	32.0	2226	1.248	1.198	97.3	69.6	542.3
Flock 2	EC House	Maharastra	7275	31.7	2284	1.303	1.240	95.9	72.0	530.0
Flock 3	EC House	Maharastra	13675	32.9	2424	1.356	1.262	97.1	73.6	527.0
Flock 4	EC House	Maharastra	10978	33.9	2459	1.357	1.255	97.0	72.6	519.0
Flock 5	EC House	Maharastra	7583	34.7	2534	1.365	1.246	95.7	73.1	513.0
Flock 6	EC House	Maharastra	9529	31.8	2246	1.340	1.285	97.1	70.6	512.1
Flock 7	EC House	Maharastra	9490	32.3	2320	1.345	1.274	95.6	71.9	510.6
Flock 8	Open House	Maharastra	8067	34.4	2436	1.374	1.277	98.0	70.8	505.4
Flock 9	Open House	Haryana	13051	35.0	2514	1.382	1.268	97.1	71.9	505.0
Flock 10	EC House	Maharasta	5856	36.0	2557	1.360	1.237	96.5	71.1	504.3

Grand Celebration of Ganesh Chaturthi & Onam at PVS Group's New Office in Mangalagiri (Vijayawada)



he festive spirit was alive and vibrant at PVS Group as we celebrated Ganesh Chaturthi and Onam with great devotion, enthusiasm, and unity at our newly established office in Mangalagiri, Vijayawada. The celebrations marked a joyful milestone in the company's cultural calendar and brought together employees from various departments to celebrate our rich traditions in an atmosphere filled with positivity and togetherness.

From the early morning hours, the office premises transformed into a hub of tradition and festivity. The entire office was beautifully decorated with flowers, lamps, and traditional motifs reflecting the cultural heritage of both festivals. The staff came dressed in traditional attire, adding a special charm to the celebrations and symbolizing the diverse yet unified spirit of India.

Ganesh Chaturthi Celebrations

The Ganesh Chaturthi festivities began with the installation of Lord Ganesha's idol, followed by a soulful Ganesh Pooja. All employees gathered with devotion and offered prayers together, creating a serene and spiritual ambiance across the office. The pooja was performed with utmost reverence and joy, invoking blessings for prosperity, harmony, and success for the entire PVS family.

Onam Celebrations

Soon after, the office turned into a mini-Kerala with the vibrant celebration of Onam, the harvest festival. The

highlight of the Onam festivities was the traditional Pookalam (floral rangoli), created by enthusiastic teams of employees showcasing their creativity and collaborative spirit.

Leadership Support & Motivation

The success of these celebrations was made even more special by the active encouragement and support of our Chairman and Managing Director, Dr. PVS, and Director, Mr. Arun. Their presence and inspiring words motivated all employees to participate wholeheartedly and celebrate these moments like a big family.

Both Dr. PVS and Mr. Arun emphasized the importance of cultural values and team bonding in a workplace. They expressed their commitment to continuing the tradition of celebrating all festivals and important occasions with great joy and enthusiasm in the future.

A Day to Remember

This double celebration not only brought happiness and festive cheer to the workplace but also strengthened the spirit of unity and inclusiveness that PVS Group stands for. The atmosphere was filled with laughter, devotion, and camaraderie - truly turning the workplace into a home away from home.

At PVS, we believe in growing together, celebrating together, and building a culture where every individual feels valued, included, and happy.















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AGHI Group's Easy Poultry Innovation LLP Partners with Novogen to Bring World-Class Layer Breed to India in 2026

n a landmark development poised to transform India's poultry sector, Easy Poultry Innovation LLP — part of the esteemed AGHI Group and its premium feed brand Easy Feeds - has entered into an exclusive agreement with Novogen, a global leader in poultry genetics, to introduce the Novogen layer breed in India from 2026.

The signing ceremony was held on Saturday, August 2, at Hotel Noormahal, Karnal, in the presence of industry leaders, experts, and over 100 progressive poultry

Technical Seminar: Setting the Stage for Innovation

Prior to the signing, Easy Poultry Innovation LLP organized a comprehensive technical seminar on Novogen genetics and management.

- Dr. Rakesh Soni formally inaugurated the session, introducing the AGHI Group, highlighting its contributions to the Indian poultry industry, and reinforcing its farmer-first vision.
- Mr. Kuntal Desai then introduced the Novogen organization and its leadership team, outlining the company's global footprint and its commitment to farmer success.
- The Novogen leadership and technical experts presented in-depth insights:
 - Mr. Mickael Lehelloco, CEO of Novogen, detailed the journey of the Novogen layer and its exceptional performance benchmarks worldwide.

- Mr. Stéphane Lemoine, Deputy Director, shared global case studies and experiences from laver farms across different countries, underlining the breed's adaptability and resilience.
- · Dr. Andrea, Technical Head, provided critical guidance on biosecurity and management practices essential for optimizing flock health and productivity.

The seminar concluded with a vote of thanks from Dr. Suhail Nabi, who acknowledged the presence of dignitaries, experts, and farmers, and emphasized the importance of this strategic partnership for India's poultry future.









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About Novogen

Headquartered in France, Novogen is recognized in more than 70 countries for its advanced layer genetics. Renowned for productivity, superior egg quality, and cost-efficient feed conversion, Novogen continues to set global benchmarks in sustainable and profitable poultry farming.

About AGHI Group & Easy Poultry Innovation LLP

With over a decade of service to India's poultry sector, the AGHI Group has established itself as a trusted partner for farmers through its premium brand *Easy Feeds*. The group provides high-quality feed, Poultry equipment, and end-to-end technical guidance. Guided by its farmer-first philosophy, AGHI Group combines global innovations with local expertise to deliver measurable results for the poultry community.

The Signing Ceremony

The agreement was officially signed by Mr. Vaibhav Aghi, Managing Director of Easy Poultry Innovation LLP, and Mr. Mickael Lehelloco, CEO of Novogen, in the presence of senior representatives from both organizations. The ceremony marked the beginning of a new chapter in Indian egg production, characterized by shared values of innovation, sustainability, and farmer empowerment.

A Milestone for Indian Poultry Farmers

The introduction of the Novogen layer will provide Indian farmers with access to a globally proven bird offering:

- Outstanding laying persistency
- · Uniform egg size and superior shell quality
- · Highly efficient feed-to-egg conversion
- Adaptability to diverse management systems

By combining Novogen's genetic excellence with AGHI Group's extensive distribution and farmer-support

network, the partnership is set to raise the standard of Indian egg production.

Mission

To empower farmers with the finest poultry genetics and nutrition, enabling sustainable, profitable, and high-quality egg production for India's growing demand.

Vision

To be India's most trusted poultry partner, setting industry benchmarks in innovation, quality, and farmer support while contributing to a stronger agricultural future.

Quote from AGHI Group

"This collaboration with Novogen is more than a business agreement — it is a commitment to every farmer we serve. With the best chicks, the best feed, and the best technical support, we ensure their success remains at the heart of our mission."





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Dr. Natthanan Nukitrangsan

mbalances in the intestinal microbiota are linked to the development of various diseases. As a result, there has been growing interest in using prebiotics, probiotics, and postbiotics to modulate the gut microbiome. Postbiotics refer to substances released or produced through the metabolic activity of microorganisms that exert beneficial effects on the host, either directly or indirectly. Since postbiotics do not contain live microorganisms, the risks typically associated with their consumption are significantly reduced.

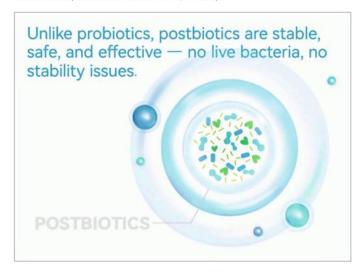
In this review, we critically examine current literature on postbiotics, focusing on their mechanisms of action and potential applications in performance trials. We highlight their distinct benefits compared to live probiotics, with the goal of maximizing the effectiveness of postbiotics in target animals. The review explores their key components and advantages related to diet and gut health, emphasizing their role in supporting animal production—particularly in poultry. Relevant studies are referenced to illustrate the immunomodulatory, antimicrobial, anti-inflammatory, and antioxidant properties of postbiotics, as well as their overall impact on productivity and health in animal systems.

How to distinguish postbiotics and their benefits compared to live probiotics?

Postbiotics are metabolic by-products produced by bacteria (exogenous postbiotics). They include non-viable bacterial components and substances such as short-chain fatty acids (SCFAs), peptides, bacteriocins, proteins, and amino acids, all of which can confer health benefits to the host. Unlike probiotics, postbiotics are more stable during feed processing and under various environmental conditions. This enhanced stability, along with their enriched nutrient profile, makes postbiotics a promising alternative to probiotics in animal feed applications.

The use of postbiotics as a tool for improving the health of livestock and poultry shows great promise, owing to their numerous benefits and several advantages over probiotics and prebiotics. As metabolic byproducts or components derived from probiotic bacteria, postbiotics are less sensitive to environmental factors such as temperature,

pH, and processing methods (Hossain et al., 2021). This enhanced stability allows them to retain their functional and beneficial properties over time, making them well-suited for diverse applications in animal health and nutrition (Thorakkattu et al., 2022).



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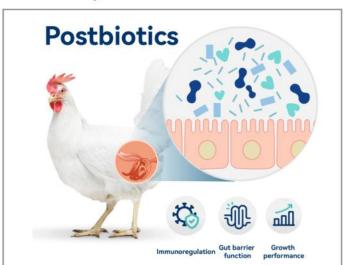


Web: www.cpbiolinkcn.com E-mail: globalservices@ct-bio.com Contact No + 91 96111 66974 Furthermore, we provided the information of postbiotics that can offer more advantages than live probiotics; for instance, (Rafique et al., 2023),

- (a) Live probiotics may struggle to adhere to the gut mucosa due to the presence of a mucous layer that limits direct contact between bacteria and the epithelial surface. In contrast, postbiotics can more easily penetrate this mucous layer.
- (b) Postbiotics pose no risk of infection from bacterial translocation from the intestinal lumen into the bloodstream, which is particularly important for immunocompromised or susceptible individuals. Additionally, they do not carry the risk of acquiring or transferring antibiotic resistance genes.
- c) Postbiotics offer practical advantages—they are easier to dose, transport, standardize, and store. Moreover, they have significant potential to support intestinal barrier function and may serve as an effective alternative to probiotics (Liu et al., 2023).

The benefits of postbiotics for gut health.

Postbiotics can inhibit the growth of pathogens and strengthen gut barrier function through the action of short-chain fatty acids (SCFAs). For instance, butyrate serves as an energy source for colon epithelial cells and the intestinal mucosa, thereby supporting gut integrity and reducing intestinal permeability. In addition to enhancing gut barrier function, butyrate plays a role in immunomodulation and exhibits anti-inflammatory effects while helping to improve growth performance, as illustrated in Figure 1.



Butyric acid has demonstrated in vitro antimicrobial activity against both Gram-positive bacteria (e.g., Enterococcus faecalis, Clostridium perfringens, Streptococcus pneumoniae, Streptococcus suis) and Gram-negative bacteria (e.g., Escherichia coli, Salmonella enterica Typhimurium, Campylobacter jejuni) (Kovenda et al., 2019).

The mode of action of sodium butyrate involves its conversion to butyric acid, which can penetrate bacterial cell walls primarily through diffusion. Once inside the cell, butyrate induces cytoplasmic toxicity by lowering the intracellular pH. This acidification disrupts key metabolic processes, depletes energy reserves, and leads to the excretion of protons (Hⁿ), which further diffuse into the bacterial cell and contribute to toxicity. The increased proton concentration interferes with ATP synthesis by impairing the bacterial cell's ability to maintain proton gradients essential for energy production and metabolism. Ultimately, the drop in pH and metabolic disruption result in bacterial cell death (Ahsan et al., 2016).

Maximize the effectiveness of postbiotics in target animals.

Based on researches, postbiotic can be able to target gutbrain axis influence on serotonin to improve growth performance (Sofie et al., 2021; Ishii et al., 2019), gut health and nutrient digestion (Ahmed et al., 2014; Kumar et al., 2014), antimicrobial (Mantziari et al., 2020; Fong et al., 2020), anti-inflammation and Immune-microflora balance (Torino et al., 2015; Miyazawa et al., 2015; Maghsood et al., 2018;) including postbiotic/probiotic as an alternative ATB/ZnO (Ali et al., 2023).

FermNutral derived from the biological fermentation of the probiotic strain Clostridium butyricum, the main components of the product include amino acids, minerals, and beneficial metabolites classified as postbiotics. Rafique et al. (2023), writing in the Journal of Agriculture & Food Research, reviewed the principal classes of postbiotics with health-promoting effects:

Short-chain fatty acids (SCFAs)

Butyrate supports gut integrity, reduces intestinal permeability, modulates immunity, exerts antiinflammatory actions, and suppresses pathogens. In broilers, butyrate also raises apparent total-tract crude-fat digestibility and apparent metabolizable energy (AME), enhancing overall digestion and nutrient absorption.

2. Antimicrobial peptides (bacteriocins)

These peptides display activity against common pathogens, including Salmonella spp., Staphylococcus aureus, Yersinia enterocolitica, and Escherichia coli.

3. Quorum-sensing (QS) interference

Certain postbiotics inhibit pathogen biofilm formation by disrupting QS signaling, thereby curbing colonization and persistence.

4. Polysaccharides (e.g., teichoic acids)

Contribute anti-inflammatory and antimicrobial effects, further supporting host health.

5. B-complex vitamins, proteins, and amino acids

Provide additional nutritional and functional benefits that complement the antimicrobial and immunomodulatory actions of other postbiotic fractions.

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Postbiotic product in poultry trials

FermNutral (FN) is a postbiotic product consisting of nonliving microorganisms (inactivated bacteria) or their components that provide health benefits to the host. It also includes byproducts of probiotic activity in the gut, such as fermentation metabolites.

The main ingredient is calcium butyrate, which makes up 50% of the product. Other components include shortchain fatty acids (butyric acid, acetic acid, propionic acid), 18 amino acids, vitamins (B1, B2, B5, B6, B12, folic acid, E, and K), and minerals (Ca, Fe, Zn, Na, Mg, P, Mn, Cr).

Based on our trial data and correlated research publications, we can confidently say that FN improves productive performance and reduces feed costs, which contributes to higher profits and effective solutions in animal production. Typically, we focus on both performance and economic returns in animal production, especially for pigs, poultry, and aquatic species. Through extensive research conducted by CP BIO, we have found that using FN in aquatic animals such as Tilapia, Ruby fish, Penaeus vannamei, and Micropterus salmoides significantly enhances growth performance, feed efficiency, survival rates, and overall economic returns, as shown in Table 1.

Animal species	Results / Conclusion	Site
Layers (HY-Line; 256 birds: 50 wks) +FN 0.3 kg/ton of feed, 6 weeks * (p<0.05)	*EW+3%; FCR -0.03 (2.11-2.08) Dirty egg rate -0.28% (0.45-0.17) *Yolk Index +8% (0.38-0.41)	Henan Agriculture U., Chin a (2021)
Broilers Effect FN on Ig (g/L) & Perf.+F N 0.5 kg/ton of feed	IgA +13%, IgG +10%, IgM +24% ADG+15%, FCR -0.05 (2.14-2.09)	Guizhou U., China (2020)
Broilers (Ross 308; 44,000 birds) +FN 0.5 kg/ton of feed	ADG+6% FCR -0.04 (1.63-1.59), SR +2% EPI +44 (421-377)	Kaifeng, Henan, China (20 20)
Broilers (AA; 97,500 birds) +FN 0.3 kg/ton feed) * (p<0.05)	FCR -0.04 (1.77-1.73), SR +2% EPI +23 (338-315) vs CCB +10 *V/C Duo-Je.+(29-42)% vs CCB +(18-33) %	Broiler farm in Lvliang city, Shanxi Province, China (2 022)
Broilers (AA male; 300 birds) + FN 0.5 kg/ton of feed *(p<0.05)	ADG+4.2%, *FCR -0.11 (1.43-1.32), *EPI +57 (430-487)	Commercial broiler farm, Thailand (2024)
Ruby fish (90,000) +FN 2-3 kg/ton feed, 55 days	BWG+11%, FCR -12%, SR +6.5%	Had Yai Province, Thailand (2024)
Nile tilapia +FN 3-5 kg/ton feed, 23 days *(p<0.05)	BWG+23.4%, FCR -13.4%, SR +14.8% Amylase +54%, Lipase +105%	Supranee et al., 2024 Thai J Vet Med 2024 54 (Suppl.2): 185-186

Table 1: List of FermNutral Trials in CP BIO

Conclusions

FermNutral (FN) is a biological fermentation product derived from the probiotic strain Clostridium butyricum. It primarily contains short-chain fatty acids (SCFAs), especially butyrate, along with amino acids, minerals, and beneficial metabolites acting as postbiotics. Essentially, FN functions through the diet-gut-microbe axis to provide effective animal health solutions. Butyrate mainly supplies energy to the epithelial cells of the colon, improving digestion and nutrient absorption while controlling pathogens, maintaining immune balance, and reducing inflammation. Therefore, the multi-modal actions of FN help support gut function, enhancing animal performance and profitability.

References available on request

By Dr. Natthanan Nukitrangsan

Ph.D, Feed Nutritionist & Technical Consultant CPBIO



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Chick Quality Determines the Flock Performance and Profitability

Dr. R.N. Sreenivas Gowda*

The quality of chicks is a critical determinant of profitability in poultry production. High-quality chicks exhibit better livability, growth rates, and feed conversion, leading to increased productivity and reduced mortality rates, ultimately boosting overall farm profitability, according to research.

Good quality chicks deliver genetic potential and achieve better flock performance.

The quality chicks can be obtained from the following breeding flocks:

- Breeders fed with well-balanced breeder mash as per the strain/suppliers recommendations.
- Parent flocks maintained with good management with strict biosecurity practices.
- Healthy Parent Flocks-Mycoplasma and salmonella free.
- · Collection and of hatching egg handling.
- · Careful hatchery practice. quality control and grading.
- · Efficient Delivery.
- · Good start to the chicks- /1st week management.

Breeder flock Nutrition:

Breeder flock nutrition focuses on providing the right balance of nutrients to optimize egg production, hatchability, and the overall health of the breeder birds and their offspring. This includes careful consideration of protein, energy, calcium, phosphorus, and vitamin levels, as well as the timing and method of feeding.

Breeder flock Management, health care and Biosecurity

Effective breeder flock management, health care, and biosecurity are crucial for successful poultry farming and hatchery operations. These measures ensure the production of healthy, high-quality hatching eggs and chicks.

Health Care: To ensure high-quality chicks, maintaining a healthy breeder flock is crucial. This involves managing the flock's health,

· Vaccination Programs:

Implementing a tailored vaccination schedule based on the specific disease risks in the region is important.

Disease Prevention:

Proactive measures like isolation, traffic control, and sanitation are essential to prevent the introduction and spread of diseases.

· Early Detection and Treatment:

Promptly identifying and treating sick birds is crucial to minimize disease spread and potential losses.

Regular Health Monitoring:

Routine health checks and disease surveillance help identify potential problems early on.

Hatching Egg handling and storage

Proper handling and storage of hatching eggs is crucial for maximizing hatchability and chick quality. Key factors include temperature, humidity, and storage duration, as well as careful handling to prevent damage. Eggs should be gradually cooled after collection and stored in a controlled environment, ideally with temperatures between 16-18°C for short storage (less than 7 days) and 10-12°C for longer periods. Humidity is also important, with 50-60% relative humidity often sufficient for shorter storage, but 70-80% may be better for longer durations.

Egg Management:

- Collection: Eggs should be collected frequently, especially during warm weather, to prevent deterioration.
- Handling: Eggs should be handled carefully to avoid damage and contamination.
- Storage: Eggs should be stored in a cool, humid environment to maintain quality.
- Sanitation: Eggs and equipment should be sanitized using appropriate methods like fumigation, avoiding under or over-fumigation.
- Egg weight: Incubate eggs of at least 50 g and from flocks of at least 22 weeks of age. Ideally incubate batch of eggs averaging 58 to 61 g (between 50g and 70 g) with good uniformity (>90%). This contributes to have good hatchability, hatch window and chick quality.
- Egg shape: depending on the abnormality is the degree of impact on hatchability (see table 1). Only incubate normal shape eggs.



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Table 1. Egg characteristics and the impact on hatchability

Abnormality	Hatchability %	
Normal	74	
Ridged	65	
Round	64	
Small	64	
Pimpled	19	
Wrinkled	13	

Incubating and shifting to Hatcher

To achieve high-quality chicks through incubation, it's crucial to maintain precise environmental conditions within the incubator. Key factors include temperature, humidity, and ventilation. Additionally, egg handling, turning, and hygiene play significant roles in hatchability and chick quality.

1. Handling:

· Collection:

Eggs should be collected frequently, at least four times a day, and carefully placed in clean, sanitized trays.

· Cooling:

Eggs should be cooled gradually after collection to avoid condensation and temperature shock.

Transportation:

Transporting eggs requires careful handling to prevent temperature fluctuations and damage.

· Cleanliness:

All equipment and surfaces in contact with eggs should be clean and sanitized to minimize bacterial contamination.

2. Storage:

· Temperature:

Maintain a consistent temperature within the recommended range for the planned storage duration. Lower temperatures are generally better for longer storage.

Humidity:

Control humidity to prevent excessive moisture loss or condensation. Higher humidity is generally recommended for longer storage durations.

· Storage Duration:

Minimize storage time as hatchability decreases with prolonged storage. Ideally, eggs should be set within 7 days, but with proper storage, they can be stored longer.

Turning:

If storing eggs for more than a few days, turning them periodically (at least three times a day) can help prevent the yolk from sticking to the shell.

· Pre-incubation:

Pre-incubation of eggs before storage can sometimes improve embryo vitality.

The good quality chick possesses the following:

- A hatched and dried high-quality chick should have bright eyes, should not have any deformity or injury on the body, should have a completely closed navel and a fully retracted yolk, and should be separated from the remaining membrane and shell.
- Some of chick quality parameters are hatching chick weight, body length, leg and toe length, chick appearance, vitality, alertness, navel condition etc.
- The legs should be yellowish in color. Some strains of chicks vary in color. The legs should be plump, suggesting the chicks are well hydrated. If the legs are darker and shrunken, and the medial vein is prominent, this would suggest the chicks are dehydrated.
- The hocks should be examined to see if they are red.
 This red color would indicate bruising, often associated with chicks struggling during the hatch process.
- Examine navels to evaluate if there is evidence of bacterial infection or if the navels healed properly after hatch.

Table 2. Factors affecting chick quality

1	Hatching egg quality	Size, shape, colour, shell integrity and contamination
2	Time of collection of eggs	Can affect embryo development stage
3	Egg storage	Temperature and Humidity
4	Incubating temperatures	Too hot or too cool should be avoided
5	Incubator Co2 Concentration	A small amount of Co2 is permitted, but higher concentrations result in poor quality chicks.
6	Hatch time period	Chick hatching time in relation to being removed from hatcher can impact the performance

Chick quality and grading

Chick quality and grading are crucial for profitable broiler production. Hatcheries assess chick quality using both quantitative (measurements) and qualitative (visual) methods, often classifying chicks into first grade (saleable) and second grade after hatch. Factors like activity, appearance, legs, and weight are considered. Grading helps ensure uniformity and provides insights into potential performance and survival.







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Chick grading often done by Quantitative and Qualitative methods:

Quantitative Methods:

- Body Weight: Measured at hatch, with a target coefficient of variation (CV) below 8% when hatching eggs are uniform, according to Jamesway Incubator.
- Chick Length: Can be measured, especially in relation to egg size and uniformity.



Fig:1 Measuring the length of day old chick

Table 1. Critical guidelines for broiler chicks

Breeder age group	Chick length range	Small chicks	% of small chicks
Young	19-21 cm	< 17.5 cm	<1.5%
Prime	19.5-21.5 cm	<18 cm	<1.5%
Old	20-22 cm	<18.5 cm	<1.5%

- Yolk-free Body Mass (YFBM) or Residual Yolk Weight: Measures the amount of yolk remaining in the chick after hatch.
- Chick Yield: Expressed as chick weight as a percentage of egg weight.
- **Eggshell Temperature:** Can be a useful indicator of chick quality.
- Cloaca Temperature: Provides information about the chick's internal temperature regulation.

Qualitative Methods:

- General Appearance: Chicks should be clean, dry, lively, alert, and free from deformities.
- · Eyes: Bright and round.
- · Down: Should be fluffy and uniform in color.
- · Navel: Clean and well-healed.
- Legs: Should be hydrated, intact, and free from lesions.
- · Beak and Nostrils: Should be intact and normal.
- Vitality: Assessed by observing the chick's ability to turn itself upright if placed on its back.

 Pasgar Score and Tona Score: Standardized scoring systems used to evaluate chick quality based on visual observations.

Chick Grading: Below are typical characteristics identified in the hatchery for good » Grading by quality

Criteria	Conditions	
Age	Newly hatched (day-old)	
Weight	Not less than 35 g	
Size	Uniform in size with other chicks in the flock	
Appearance	Healthy and active Do not appear dehydrated	
Physical abnormalities	Free from blindness, splay leggedness, cross beaks and pale down feathers	
Gross lesions	Free from overly enlarged abdomen, wet navels and vent pasting	

(Tona and Pasgar Scoring - See table . 2 & 3)

- 1. Stand tall/upright.
- 2. Clear, bright eyes.
- 3. Alert and active
- 4. Good uniformity (>90%)
- 5. Clean, well-healed navel.
- 6. Good feather covering.
- 7. Colour not pale chicks.
- 8. No defects toes, legs, beaks, etc.
- 9. Infection free yolk sac, omphalitis.
- 10. Good level of maternal antibodies

Table 2. Criteria for chick - Pasgar Scoring Method.

Table 2. Criteria for Click - rasgar Scoring Metriod.		
Quality Criterion Determination conditions		
Activity	It is passed by considering its speed of taking the normal position(2 sec. an average)while it is in the supine position.	
Navel	It is assessed by considering the size [f the colour of the navel area as white or black. Chick quality is determined by considering the closure of the navel and the amount of egg yolk.	
Legs	Chick quality deteriorates when there is a problem (twisting, redness anatomical anomalies)in the capabilities to stand.	
Beak	It id assed by considering such traits as deformities pf beak, red spots, nostrils covered with egg albumen	



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Table 3. Criteria for determining chick quality in the Tona score method.

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Quality criteri	on Determination conditions	score
Activity	It is determined by considering whether the chicks laid in the supine position stand quickly	6-0
Down and appearance	The dryness and cleanliness of the body is assessed	10-8-0
Retracted yolk	It is determined with the amount of egg yolk remaining in the naval area	16-12-8-4-0
Eyes	The brightness of the eyes as well as widerness, clarity structures of eye lids are assessed	16-8-0
Legs	They are assessed by considering the chick stands properly on its feet as well as its toes	16-8-0
Remaining membrane	The size of the remaining membrane around navel area is assessed	12-8-4-0
Nava area	Close condition and the colour of the naval area	12-6-0
Remaining yolk	It is taken in to palm and turn upside down its height and hardness are estimated by touching its abdominal cavity. If the amount of yolk in the abdominal cavity is large and hard, the quality of chick is poor.	12-0

(Source: Brian D. Fairchild, Extension Bulletin, University of Georgia)

Importance of Grading:

The chick grading is important to maintain:

- **Uniformity:** Ensures consistent growth and performance in broiler flocks.
- Reduced Mortality: Identifies and removes chicks with potential health issues, reducing early mortality.
- Microbial Screening: Checking for the presence of harmful bacteria in chicks helps assess hygiene standards and potential health risks.
- Optimized Production: Improves overall broiler production efficiency and profitability.

Chick transportation

Proper chick transportation is crucial for their survival and healthy development. Key factors include provision of environmentally controlled vans for maintaining the right temperature, ensuring adequate ventilation, minimizing stress, and preventing overcrowding.

- Temperature Regulation: Day-old chicks can't regulate their own body temperature and are highly susceptible to temperature extremes. The ideal temperature range for transport is typically between 24-26°C with 60-63% humidity.
- **Ventilation:** Proper ventilation is essential to prevent overheating and ensure a constant supply of fresh air.
- Space Management: Overcrowding can lead to stress and injury. Ensure chicks have enough space to move comfortably without being cramped.
- Minimize Delays: Delays can disrupt temperature control and increase stress. Plan routes and loading/unloading to minimize transit time.
- Hygiene and Disinfection: Maintaining hygiene and disinfecting transport containers is crucial to prevent the spread of diseases.
- Loading and Unloading: Load and unload chicks quickly and efficiently to minimize temperature fluctuations and stress.
- Training Personnel: Ensure personnel handling chicks are properly trained in safe handling procedures to avoid unnecessary losses.
- · Choosing the Right Equipment: Use durable, well-

ventilated crates or boxes designed for poultry transport.

First week care of chicks

Give the chicks a good start, The first week of brooding is crucial for chick development and requires careful attention to temperature, humidity, light, and feed. A temperature of 95°F (35°C) should be maintained during the first week, reducing it by 5°F each subsequent week. Provide supplemental feed in shallow trays for easy access and ensure feed and water are close together. Proper ventilation is also essential to maintain a dry litter and prevent disease.

Supplements and vaccines to be given are:

Age (Days)	Treatment
First 4 hours	Eletolytes
1-7	Eletolytes Multivitamins
8	RD/ND Vaccine(I/N or DW) Multy vitamins
9-15	Multy vitamins
16	Coccidiostat
17-23	Plain water
24-30	Multy vitamins

Conclusion:

In conclusion, prioritizing chick quality through proper management of breeder flocks, incubation practices, and post-hatch handling is essential for optimizing broiler flock performance and profitability. Good quality chicks, from a hatchery's perspective, are characterized by several key traits indicating healthy development and high performance potential. These include breeder flock management, nutrition and health care to obtain quality fertile eggs, proper incubation, grading of chicks. The chicks being free from physical disorders, exhibiting active but relaxed behavior, having bright and round eyes, and a clean, well-closed navel. They should also be well-formed, with a fully retracted yolk sac, strong legs, and good feather coverage. Proper transportation and giving good start in the first week to explore their genetic performance.



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dsm-firmenich **Opens New Animal Nutrition & Health** plant in Jadcherla, India

dsm-firmenich Animal Nutrition & Health (ANH) inaugurated a new feed additive plant on 30 August 2025 in Jadcherla, Hyderabad, India. The strategic investment aligns with the Government's "Make in India" initiative and strengthens ANH's market leading position and growth strategy in India and the Asia-Pacific region.







The new facility features a manufacturing line for the world's leading solutions in Mycotoxin Risk Management and a new warehouse, covering an area of 11,200 square meters. The new state-of-the-art feed additive plant is equipped with advanced Bühler technology and adheres to the highest international standards in quality, safety and environment. It is built adjacent to ANH's Jadcherla Premix Plant, which has been operating since 2018. Together, the two facilities form an integrated "Super Site", enabling greater efficiency and faster service for customers.

Local manufacturing of Mycofix® Secure and Mycofix® Shield helps Indian farmers and feed producers in tackling increasingly complex mycotoxin challenges arising from climate change and improper harvesting conditions. Mycofix® solutions protect animal health and food safety by deactivating a broad spectrum of mycotoxins that contaminate farm animal feed.

Lu Yuan, Vice President Greater APAC, Animal Nutrition & Health dsm-firmenich, commented: "This new plant is a strategic milestone for ANH in Greater APAC - our first feed additive plant in India, and a powerful step forward in serving our customers with speed, efficiency, and innovation. By producing Mycofix® locally in India, we enhance our ability to serve customers across the Asia-Pacific region, supporting our growth strategy and meeting growing demand. This is our vision in action: customer at the heart, sustainability in our DNA, and leading through innovation for the future of animal farming."

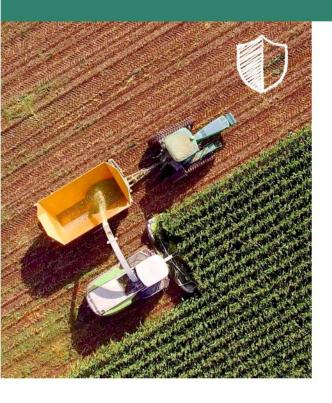
"This new plant brings us closer to our customers and strategic partners in India. We are very proud to serve our customers with feed additives made in India that meet the highest international standards in quality and safety," said Puneet Pokhriyal, Director OU West, Animal Nutrition & Health dsm-firmenich.



Mycotoxin Risk Management

Mitigate the risk of mycotoxins acting as predisposing factors to diseases and vaccine failure as well as overcome reproductive challenges





Why is it important?

- · Mycotoxins are well-known toxic fungal metabolites commonly present in feed ingredients that affect birds differently depending on the type, life stage, and level of contamination in feed.
- Direct effects of mycotoxins are usually manifested through damaging the bird's gut and liver.
- · A key consideration is the presence of mycotoxins even at low levels - they disrupt protein synthesis resulting in compromised body function including immune and barrier integrity. This can impair vaccine response and increase susceptibility of pathogenic bacteria entering the circulation causing disease and reproductive and productive challenges.
- Not all mycotoxins are the same. Most poultry feed is contaminated with more than one mycotoxin, leading to synergistic and or additive effects on bird performance.

How to maximize the potential?

- · Consider mycotoxins as part of differential diagnosis for health and nutritional challenges.
- Manage risks associated with mycotoxins in the feed, even at low levels, by including a multi-pronged solution with the ability to adsorb and biotransform different types of mycotoxins while using biological compounds to protect the liver and vital organs from the negative effects of mycotoxins.

dsm-firmenich solutions

 A precise and cost-effective mycotoxin risk management program has consistent monitoring, risk assessment, and a comprehensive intervention strategy comprising adsorption, biotransformation, and bioprotection.

Mycofix*

· Consistent and continuous monitoring of mycotoxins by constantly analyzing feed materials helps to detect which mycotoxins are present, level of contamination, and their potential risk levels to devise a comprehensive intervention strategy.

Mycotoxin Detection Services

We recommend ensuring Optimum Vitamin Nutrition as baseline in all Poultry diets. Precise sustainability measures can help reduce the environmental footprint while ensuring lifetime production. A precision monitoring system using blood biomarkers can help predict the challenges to flock performance.

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About ANH

In 2024, dsm-firmenich shared its plan to find a new owner for the Animal Nutrition & Health (ANH) business, including vitamins.

ANH, a dsm-firmenich company, is a global leader in animal nutrition and health, as well as vitamins, carotenoids, and aroma ingredients. ANH is the world's essential solution provider and innovation partner, offering more than 100 nutritional products, precision services, and operating 51 premix sites worldwide. At ANH, more than 7,800 people in over 60 countries work together to improve farm productivity and enhance animal and human health, while reducing the environmental footprint of the animal farming industry.

Headquartered in Kaiseraugst, Switzerland, ANH is an innovation leader with a legacy of groundbreaking innovations, from the world's first production of vitamins, aromas, and mycotoxin deactivators to gut health eubiotics and Al-driven farm management software. In



2024, ANH increased its sales to € 3,3 bn, driven by its strong purpose: feeding the planet without costing the earth. Together, we make it possible. www.dsm-firmenich.com/ANH

About dsm-firmenich

As innovators in nutrition, health, and beauty, dsm-firmenich reinvents, manufactures, and combines vital nutrients, flavors, and fragrances for the world's growing population to thrive. With our comprehensive range of solutions, with natural and renewable ingredients and renowned science and technology capabilities, we work to create what is essential for life, desirable for consumers, and more sustainable for the planet. dsm-firmenich is a Swiss-Dutch company, listed on the Euronext Amsterdam, with operations in almost 60 countries and revenues of more than €12 billion. With a diverse, worldwide team of nearly 30,000 employees, we bring progress to life every day, everywhere, for billions of people. www.dsm-firmenich.com















ICC Animal Nutrition Appoints

Ravinder Kumar

as Country Manager - India

ICC Animal Nutrition is delighted to announce the appointment of Mr. Ravinder Kumar as Country Manager - India from 1st October 2025. Based in North India, Ravinder will lead ICC's operations, sales growth and strategic expansion across the Indian market.

Ravinder holds an MBA degree in Marketing from Kurukshetra University and brings more than 14 years of experience in the animal nutrition industry. Over his career, he has successfully managed key client relationships, driven sales growth and expanded market share while holding leadership roles with Alltech, Kemin, and Cargill. His strong expertise in strategic planning, business development, and team leadership has consistently delivered value and growth.

In his new role, Ravinder will play a pivotal part in strengthening ICC's footprint in India, focusing on market penetration, customer value creation, and long-term business partnerships.

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ravinderkumar@iccbrazil.com

"We are excited to welcome Ravinder to the ICC team. His proven expertise and leadership will be crucial in driving our growth in India and further enhancing our commitment to delivering innovative animal nutrition solutions," said Glycon Duarte Santos, CEO at ICC Animal Nutrition.

About ICC Animal Nutrition

ICC Animal Nutrition, headquartered in Brazil, is a global leader in innovative yeastbased solutions for animal health and nutrition. With a strong portfolio including ImmunoWall®, RumenYeast®, Hilyses®, StarYeast®, Lyscell, BetaFix, StarFix, MegaFix® and Flavour Up®, ICC delivers science-backed products that improve animal performance, gut health, immunity, and feed efficiency across poultry, ruminants, aquaculture, swine and pet animals. With more than 30 years of expertise, ICC is committed to advancing sustainable animal production worldwide through research, innovation and customer-focused solutions.

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Bentoli participated in the Broiler Quality Conference 2025 held in Bangkok on August 4-5



The Broiler Quality Conference 2025 in Bangkok gathered global experts to share the latest insights on poultry nutrition, gut health, feed processing, and digital innovation in broiler production. Over the two-day program, technical sessions highlighted advances in broiler and breeder nutrition, intestinal health strategies, alternatives to antibiotic growth promoters, and the growing application of artificial intelligence in poultry farming.

Experts emphasized the importance of mycotoxin risk management, with new evidence showing that blood-based biomonitoring provides a more accurate assessment of toxin exposure than conventional feed testing. Looking ahead, discussions also focused on AI-driven platforms for real-time disease monitoring, feed optimization, and climate control in poultry houses.

Bentoli's regional team actively participated in the conference, engaging with industry professionals worldwide and exchanging ideas to drive innovation in sustainable poultry production.

About Bentoli®

Bentoli[®] is a global provider of high-quality feed additives and consultative solutions for the animal and aquaculture industries. Specializing in preservatives, processing aids, and nutritional additives, the company partners closely with feed manufacturers and livestock operators to deliver measurable improvements in performance and profitability. With active R&D, dedicated trial farms, and manufacturing plants in North America and Asia, Bentoli combines innovation with deep industry insight to offer tailored, results-driven solutions. Its global reach is supported by a strong network of sales offices and distributor partners, earning its reputation as a trusted name in animal nutrition.

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IPEMA / Poultry India at CLFMA's 66th National Symposium 2025





The Compound Livestock Feed Manufacturers Association (CLFMA) of India successfully concluded its 58th Annual General Meeting (AGM) and 66th National Symposium on 22nd & 23rd August 2025 at the Taj Deccan, Banjara Hills, Hyderabad. IPEMA / Poultry India proudly participated in the two-day event which brought together policymakers, industry associations, and experts from across poultry, dairy, aquaculture, and livestock to deliberate on the theme "Animal Agriculture in India - The Way Forward."



The two-day event successfully charted a unified roadmap for India's animal agriculture sector, placing a strong emphasis on driving agricultural exports, empowering rural livelihoods, and enhancing the nation's global competitiveness

Representing IPEMA / Poultry India, Mr. Uday Singh Bayas, President, joined as a distinguished panelist in the flagship discussion on:

- "Outlook of Animal Agriculture for Viksit Bharat"
- Moderated by: Shri Tarun Shridhar, IAS (Retd.)



The panel featured leaders from national associations across poultry, dairy, aquaculture, and allied livestock sectors. The discussion emphasized the collective vision of making animal agriculture a key contributor to India's nutritional security, rural prosperity, and global trade leadership.

Speaking at the symposium, Mr. Uday Singh Bayas highlighted the pivotal role of the Indian poultry sector, stressing its contribution to food security, farmer livelihoods, and economic growth. He reaffirmed IPEMA / Poultry India's commitment to strengthening the ecosystem through innovation, policy advocacy, and knowledge sharing.



Mr. Uday Singh Bayas also appreciated CLFMA and its Chairman, Mr. Divya Kumar Gulati, for bringing together such a distinguished platform that unites every stakeholder of the animal agriculture ecosystem—feed manufacturers, animal farming, and the livestock industry—as a unified voice of the nation. He emphasized that IPEMA fully supports this collective cause and remains committed to contributing to the shared vision for India's animal agriculture sector, especially the Poultry.

CLFMA's Vision for Global Competitiveness

In his address, Mr. Divya Kumar Gulati, Chairman, CLFMA of India, noted:

"India is home to the world's largest livestock population and contributes 30.23% to agricultural GVA and 5.5% to the national economy. With stronger cold-chain and processing infrastructure, and faster adoption of innovation, we can evolve from being the world's largest producer to one of its most influential exporters. CLFMA remains committed to working with all stakeholders to turn this vision into reality."



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To drive this transformation, CLFMA has proposed the establishment of:

- Export Oriented Zones (EOZs)
- Livestock Export & Domestic Development Authority

These strategic initiatives will enhance ease of doing business, strengthen global competitiveness, and open new export opportunities for the Indian poultry and livestock sector.

The symposium was further enriched by the presence of distinguished leaders and policymakers whose participation elevated the deliberations. Their insightful perspectives on driving nutritional security and rural prosperity added significant value to the event. Among them were:

- Prof. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying and Panchayati Raj - Chief Guest
- Shri. Vakiti Srihari, Hon'ble Minister for Animal Husbandry, Dairy Development & Fisheries, Sports and Youth Services, Government of Telangana - Guest of Honour
- Shri. Etela Rajender, Hon'ble Member of Parliament -Distinguished Guest
- Shri. Sabyasachi Ghosh, IAS, Special Chief Secretary, Government of Telangana - Distinguished Guest

Invitation to Poultry India Expo 2025

On this occasion, Mr. Uday Singh Bayas extended a warm invitation to all stakeholders, industry leaders, and partners to join the 17th edition of Poultry India Expo

2025, scheduled for 26th-28th November 2025 at HITEX Exhibition Centre, Hyderabad, with Knowledge Day on 25th November 2025.

"Poultry India Expo has grown into Asia's biggest Poultry expo for showcasing innovation, technology, and knowledge exchange in the poultry sector. It serves as a unique meeting ground for farmers, entrepreneurs, scientists, and global experts. We look forward to welcoming everyone this November to Hyderabad, as we continue to drive progress and collaboration for the future of poultry agriculture," said Mr. Bayas.

Indian Poultry Equipment Manufacturers' Association (IPEMA) represents leading players in the poultry equipment and allied industry. Together with Poultry India, it organizes the region's largest international poultry exhibition and Knowledge Day Conference, providing a world-class platform for stakeholders across the poultry value chain to connect, innovate, and grow.

Be Part of the Future

Whether you are a poultry farmer, breeder, integrator, researcher, equipment manufacturer, student, or entrepreneur-this is your opportunity to network, learn, and lead in the global poultry ecosystem.

- Mark your calendars: 25th 28th November 2025, Hyderabad
- More details: www.poultryindia.co.in
- Email: info@poultryindia.co.in
- Contact: 7997994331-9







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U.S. Soybean Export Council (USSEC) South Asia Trade Team Explores U.S. Soy Industry and Sustainability at Sov Connext 2025



- Ricky Thaper (www.rickythaper.com)

Iowa State & Washington DC, USA - August 16-22, 2025: The U.S. Soybean Export Council (USSEC) Trade Team from South Asia conducted an extensive visit to the U.S. soybean industry, exploring advanced production, sustainability practices, and international trade opportunities. The tour concluded with the participation at Soy Connext 2025, the global flagship summit organized by USSEC in Washington DC, USA.

August 16-19, 2025- Iowa State: On August 16, the delegation began with a briefing by Mr. Kevin Roepke, Regional Director for South Asia & Sub-Saharan Africa, USSEC, outlining the objectives of the tour focused on U.S. Soy awareness and global market insights. Mr. Kevin highlighted that Iowa ranks #1 in egg production and #2 in soybean production in the USA. He informed the dekegates that U.S. has Aprox. 550,000 soybean farmers, with USSEC at present actively engaged in over 90 countries around the Globe.



Later the team visited Schnell Family Farm, hosted by Mr. Riley Schnell (5th generation farmer having 800 acres of family land) and Ms. Cori Schneill, observing largescale soybean and corn operations. Ms. Karen Long, Market Development Project Manager, Iowa Soybean Association, briefed delegates on local farming practices and collaboration with USSEC. Mr. Franklin Manuel, Country Team Lead-India, USSEC emphasized the value of observing U.S. Soy quality, logistics and sustainable cultivation practices to the visiting delegation



August 17, 2025 - Des Moines, Iowa: On August 17, delegates had the privilege of meeting Ms. Kim Reynolds, Governor of Iowa, along with Mr. Mike Naig, Iowa Secretary of Agriculture, and Mr. Gary Wynne, Agriculture and Energy Policy Advisor. Mr. Kevin Roepke briefed the Governor on the delegation's objectives, highlighting insights into U.S. soybean production, logistics, and industry partnerships. Governor Reynolds shared lowa's agricultural significance, noting that the state produces 10% of total U.S. crops with only 1% of the population. She added that Iowa State is agriculture friendly and business friendly.



August 18, 2025 - Des Moines, Iowa: On August 18, the team visited Insta-Pro International, engaging with Mr. Jonathan Kingsbury (President & CEO), Ms. Tori S. (Marketing Director), Mr. Adam Sackett (Global Sales Director), Mr. Karl S. Arnold (VP Marketing & Sales), and Dr. Janeth Colina Rivero, Ph.D., Nutrition Research. Delegates observed soy processing technology, R&D facilities, and global applications of Insta-Pro's equipment. Ms. Tori Sorensen briefed the delegates that that Insta-Pro International has all capacity extruders and their soy processing equipment is designed with simplicity and scalability in mind for optimal user experience, allowing a growing business to expand further. The delegates were given the tour of their Research and Development facilities and factory.



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Later the delegates visited the lowa Soybean Association, interacting with Mr. Brent Swart (President), Mr. Tom Adam (President Elect), Mr. Sam Showalter (Secretary), Mr. Lee Brooke (Treasurer), and Mr. Scot Bailey (At Large Executive Committee). Discussions covered sustainable farming, quality standards, and collaborative research with Iowa State University. Mr. Franklin Manuel highlighted the value of direct engagement with farmers and industry partners in understanding U.S. Soy production and global value.



August 19, 2025 - The delegates visited Kent Feed Mill and Grain Science Complex. Mr. Joshua Black (Assistant Feed Mill Manager) and Mr. A S M Younus Bhuiyan Sabbir (Assistant Grain Center Manager) gave the tour of the complex and briefed the group about their activities.

August 20-22, 2025 - Soy Connext 2025, Washington DC:

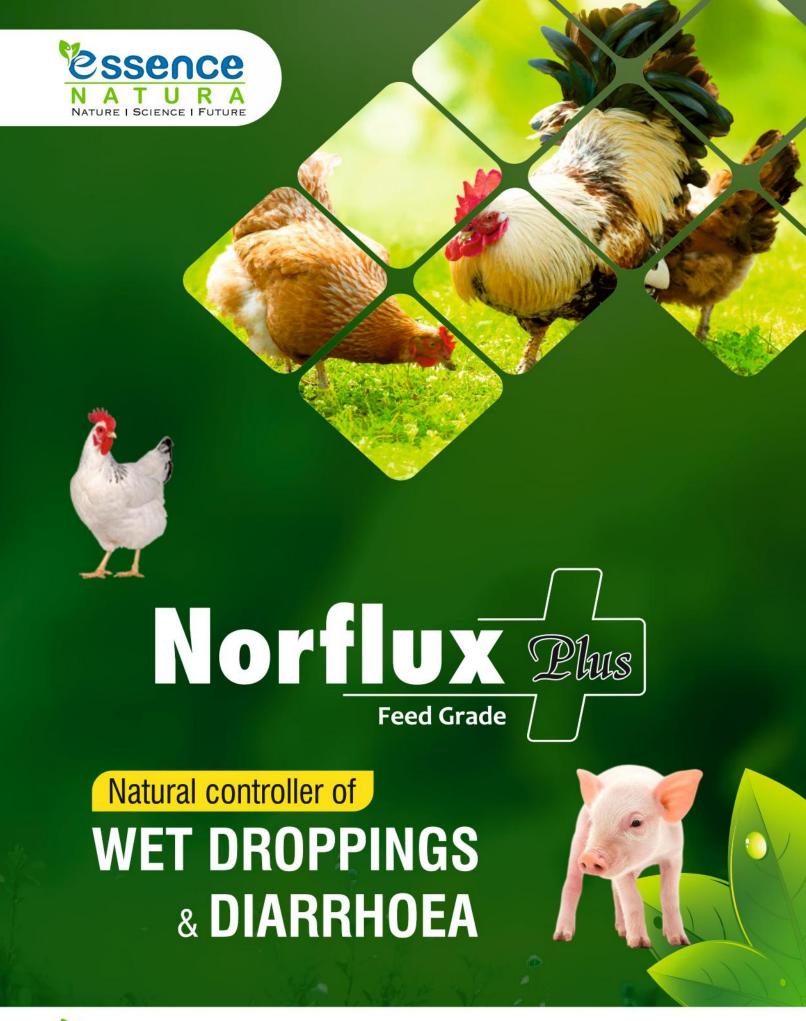
From August 20 to 22, 2025, the South Asia Trade Team participated in Soy Connext 2025, the flagship global summit organized by U.S. Soybean Export Council (USSEC) at the Hotel Washington Hilton, USA. The summit brought together 730 delegates from 59 countries, including soy producers, buyers, processors, researchers, policymakers, and sustainability advocates, providing a premier platform for trade, innovation, and knowledge sharing.



August 20, 2025: The first day featured the Soy Excellence Center (SEC) 2025 Top Achiever Recognition Award Ceremony, highlighting outstanding contributions to the global soy industry. The Star Award presentation ceremony was followed by networking sessions and the SEC Global Advisory Panel (GAP) and Regional Advisory Council (RAC) meetings, where delegates actively engaged in discussions on workforce, sustainable soy production, and regional initiatives. Mr. Brent Babb (Incoming SEC Executive Director) and Mr. Jim Sutter (CEO, USSEC) emphasized the SEC's role in training over 30,000 participants globally since 2019. The Trade Team Invitation (TTI) program was also there, where international buyers, including delegates from around the globe, including our team from South Asia, engaged directly with U.S. exporters to explore new trade opportunities



Post lunch, there was a Press conference for the Media, which was addressed by Mr. Jim Sutter, CEO, USSEC, Ms. Janna Fritz, Chair, USSEC, Mr. Kevin Roepke, Regional Director - SASSA, USSEC and Mr. Xiaoping Zhang, Regional Director, Greater China. This press meet was coordinated by Ms. Kerry Kerr, Director-Communications, USSEC. While addressing the Press, Mr. Jim Sutter briefed about USSEC activities and also updated on the United Soybean Board and American Soybean Association. Mr. Sutter updated that USSEC's focus is on the International market as the US Soy 60% crop is exported, and at present, USSEC is working in 90 countries around the Globe. Ms. Janna Fritz, Chair, USSEC, added We expect an excellent quality crop to be harvested in the coming months following good growing conditions, which ensures our U.S. Soy farmers will continue to deliver superior quality and excellent sustainability performance while the U.S. export industry delivers great reliability. She added that the year 2026 is the International Year of the Women Farmer. Mr. Kevin Roepke, updated to Press that the U.S. Soybean Export Council is focusing on sustainability in food, aquaculture and poultry in South Asia and added that the USA will continue to be one of the largest suppliers of Soybeans to the world. Mr. Kevin Roepke was optimistic about the future increase in demand for US Soy from South Asia and Sub-Saharan Africa.







Day 2 - August 21, 2025: The second day focused on markets, crops, and sustainability. Mr. Jim Sutter welcomed delegates and emphasized the global importance of U.S. Soy.



Ms. Janna Fritz (Chair, USSEC) provided updates on the U.S. Soy crop outlook and sustainability practices. Key sessions included: Market Awareness, led by Mr. Rodrigo, focusing on global soybean trade dynamics and emerging opportunities. Mr. Luke J. Lindberg, Under Secretary for Trade & Foreign Agricultural Affairs at USDA, said in his Keynote address that his team is working to advance American agricultural exports, especially Soybeans, around the globe. Everyone wins when we feed people and we feed markets. Post lunch, there were breakout sessions. The day concluded with a networking reception, enabling delegates to meet U.S. exporters, buyers, and global stakeholders.

Day 3 - August 22, 2025: The final day featured keynote addresses, including Ms. Katty Kay (BBC Studios) on global leadership amid geopolitical changes and Mr. Erik Norland (CME Group) on the economic outlook for commodities. Closing remarks by Mr. Jim Sutter, CEO, USSEC, summarised key takeaways: Soy Connext 2025 strengthened global trade partnerships, highlighted U.S. Soy's leadership in sustainability, innovation, and consistent quality, and provided a platform for networking, collaboration, and direct engagement with global stakeholders. Mr. Jim Sutter announced Soy Connext 2026 in Chicago, Illinois, USA, from August 05-07, 2026.



It was an honour and a privilege for me to participate in this global summit. I am thankful to Mr. Kevin Roepke, Regional Director, SASSA Region, USSEC, Mr. Franklin Manuel, Country Team Lead-India, Mr. KhaBiBur RahMan, Country Team Lead- Bangladesh, Dr. Sushil Silva, Head of Regional Animal Utilization - South Asia and Sub-Saharan Africa, Mr. Saram Bokhari, Country Team Lead-Pakistan, Dr. Ashesh Bhattarai, Country Lead-Nepal, Ms. Hibah Ameer, Regional Head of Marketing and Communications, USSEC and all the staff and board members of U.S. Soybean Export Council (USSEC) for giving this opportunity and their commitment in strengthening collaborations that will benefit South Asia's poultry, aqua, livestock and food sectors.

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Vets In Poultry (VIP) Association's

7th Annual General Meeting (AGM) and **Technical GT Conclude Successfully**



he Vets In Poultry (VIP) association marked a significant milestone with the successful completion of its 7th Annual General Meeting (AGM) and Technical Group Talk (GT) in Pune with Theme: Navigating Poultry Sector Through Odds, Views of Next Gen. The event reflected the association's ongoing commitment to strengthening the Indian poultry sector through collaboration, innovation, and knowledge sharing.

The day commenced with the ceremonial lamp lighting by esteemed dignitaries, including: Dr. Ajay Deshpande, Dr. C. B. Pathak, Dr. Ajit Ranade, Dr. Ravindra Reddy, Dr. Santosh Ire, Prof. Dr. P. K. Shukla, Dr. Prakash Babu, Dr. R. D. Patil, and Dr. Shirish Nigam.



AGM Proceedings

The AGM was chaired by Dr. Ajay Deshpande, President of VIP, Dr. Santosh Ire, Secretary of VIP, presented the annual report, reflecting on the achievements and progress made over the past year. This was followed by the financial report, presented by Dr. Jeevan Sonawane, and the formal conclusion of the 7th AGM with president Dr Ajay Deshpande land mark speech who set the tone for the day with a visionary address.

Technical GT Highlights

The Technical Group Talk began with an insightful presentation by Prof. Dr. P.K. Shukla on "Role of Poultry Associations in development of Poultry Sector," offering thoughtful perspectives and strategic recommendations.

Panel Discussion 1: "Navigating Challenges, Shaping Solutions"

This dynamic session featured a diverse panel of regional experts who shared ground-level insights, challenges, and actionable solutions from across India



Panelists

Dr. Vishal Singh Rawat, Dr. Shaitan Singh Rathore, Dr. Anirvid Sarkar, Dr. Rais Rajpura, Dr. Sunil Kalaskar, Dr. Sachin Ingewar, Dr. Raja Dudhabale, Dr. Sushant Labh, Dr. Ravinder Reddy, Dr. Subradeep Paul, Dr. Mahen Singh, Dr. Anbumoney, Dr. Rahul Kulkarni

Moderator: Dr. Jeevan Sonawane

Panel Discussion 2: "Expert Perspectives: Challenges and the Way Forward"

A masterclass session with senior experts who shared deep insights, future trends, and strategic direction for the poultry sector.

Panelists

Dr. Pankaj Shukla, Dr. Anil Phadke, Dr. Gunasekaran, Dr. Ajay Chalikwar, Dr. Shirish Nigam, Dr. Gopal Reddy Moderators: Dr. C.B. Pathak and Dr. B. A. Pawar

The entire technical sessions was smoothly moderated by Dr. P. N. Vaidya.







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Lifetime Achievement Award

A highlight of the event was the Lifetime Achievement Award presented to Dr. R.D. Patil, a visionary veterinarian and stalwart in the poultry. His acceptance speech, reflecting on his journey and offering valuable guidance to the younger generation, was both moving and inspirational.

Other Recognitions & Felicitations

VIP President Dr. Ajay Deshpande and Vice President Dr. C.B. Pathak felicitated Dr. Ravinder Reddy on his election as Secretary of the Telangana Breeders Association.

This was followed by the felicitation of New Veterinary Entrepreneurs and new Life Time Members of VIP.

We also take this opportunity to acknowledge and honour our supporters and sponsors for their valuable contributions, with due respect and gratitude.

Conclusion and Acknowledgments

The event concluded with a warm and sincere vote of thanks by Dr. Ruturaj Patil, who acknowledged the generous support of sponsors, the dedication of VIP

committee members, and the enthusiasm of all stakeholders and attendees.

This AGM once again demonstrated VIP's unwavering commitment to its mission of fostering a strong, sustainable, and progressive poultry industry. With renewed energy and shared purpose, members departed with a collective goal: to contribute meaningfully to the delivery of safe, high-quality protein to the nation.

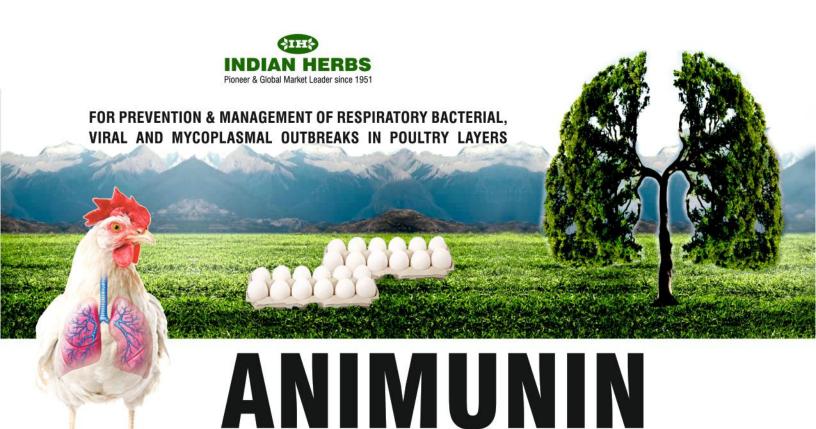
Team VIP extends heartfelt gratitude to all contributors, partners, and supporters for making the event a grand success.











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Liquid: 1 Ltr & 5 Ltr



Organic Acid-Based Water Treatment in Poultry Production: Mechanisms, Benefits, and Practical Applications





Mrs. Yamini Sripal Assistant Manager **Technical Services**



Dr. Sushant Mhatre AGM Techno Commercial



Dr. Jayanta Bhattacharyya Director Techno Commercial

1. Introduction

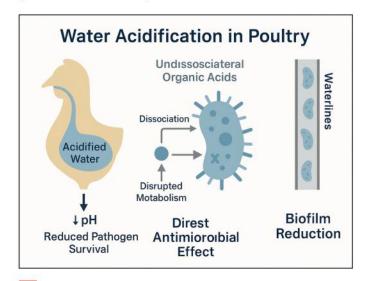
Water is often referred to as the "forgotten nutrient" in poultry production, despite being the most consumed input by birds on a daily basis. A modern broiler will typically consume nearly twice as much water as feed on a weight basis, and any compromise in water quality can have an immediate and measurable impact on flock health, performance, and uniformity (Pearlin et al., 2020). Water quality challenges in poultry farms are widespread. Global surveys have reported that between 30% and 70% of poultry operations experience microbial counts in drinking water above recommended thresholds, with Escherichia coli and Salmonella among the most common contaminants (FAO, 2022). Furthermore, high mineral content notably calcium, iron, and manganese — can contribute to scaling and biofilm formation inside waterlines, providing an ideal environment for pathogenic microorganisms to persist (Hubbard, 2023).

Water acidification has emerged as a practical and widely adopted intervention to address these challenges. This process involves the deliberate lowering of drinking-water pH through the addition of organic acids (e.g., formic, lactic, citric, propionic, acetic) or blends of organic and inorganic acids. Many commercial acidifiers are now formulated with additional components such as essential oils, chelating agents, or surfactants to enhance antimicrobial activity and disrupt biofilms more effectively (Abd El-Ghany et al., 2024; Ricke, 2020).

Beyond its antimicrobial effect, acidified water exerts physiological benefits. Lowering pH in the crop and proventriculus creates an unfavourable environment for acid-sensitive pathogens while supporting optimal activity of digestive enzymes such as pepsin. This can improve protein digestibility, enhance mineral solubility (notably calcium and phosphorus), and promote a gut microbiota profile conducive to health and performance (Dong et al., 2024).

2. Mechanisms of Action

The functional benefits of water acidification in poultry arise from a combination of direct antimicrobial activity, gut physiological modulation, and waterline hygiene improvement. These mechanisms operate synergistically, influencing both the external environment (water delivery system) and the internal environment (avian gastrointestinal tract).



2.1 Direct Antimicrobial Activity

Organic acids exist in equilibrium between their undissociated (lipophilic) and dissociated (ionic) forms, determined by the acid's pKa and the environmental pH. When water is acidified to below the pKa of the acid, a greater proportion remains undissociated.

Bacterial cell entry: The undissociated molecules readily penetrate bacterial cell membranes due to their lipophilicity.

Intracellular dissociation: Once inside the near-neutral cytoplasm, the acid dissociates, releasing protons (H⁺) and anions. This process lowers intracellular pH, disrupts enzyme systems, and forces the cell to expend ATP to restore homeostasis (Ricke, 2020).

Metabolic disruption: Acid anions can interfere with DNA replication, protein synthesis, and nutrient transport, leading to bacteriostatic or bactericidal effects.

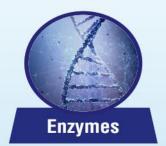
Gram-negative bacteria, such as Escherichia coli, Salmonella spp., and Campylobacter spp., are generally more sensitive to these effects than Gram-positive bacteria, although certain acid combinations can affect both groups (Pearlin et al., 2020).



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2.2 Gastrointestinal pH Modulation

Acidified drinking water lowers pH in the crop and proventriculus, the first two major compartments of the avian gastrointestinal tract. This has multiple implications:

<u>Pathogen suppression:</u> Many enteric pathogens are acidsensitive and have reduced survival when crop pH is <4.5.

<u>Enzyme activation:</u> Pepsinogen activation to pepsin is optimized at acidic pH, improving protein digestion.

<u>Mineral solubility:</u> Acidification can increase solubility and absorption of minerals such as calcium, phosphorus, magnesium, and zinc, which can be particularly beneficial during rapid skeletal growth or eggshell formation (Abd El-Ghany et al., 2024).

<u>Microbiota modulation:</u> A lower pH environment favors acid-tolerant beneficial bacteria (e.g., Lactobacillus) over acid-sensitive pathogens.

2.3 Waterline Hygiene and Biofilm Control

Drinking water systems in poultry houses provide ideal conditions for biofilm development — warm temperatures, intermittent flow, and nutrient residues from dust, feed particles, and microbial debris.

Acidification can reduce biofilm development by:

Lowering pH in waterlines, making the environment hostile to many bacterial species.

Chelating mineral deposits (especially with citric acid), which removes the structural "scaffolding" that biofilms use to anchor.

Inhibiting regrowth after cleaning by preventing rapid recolonization of cleaned pipes.

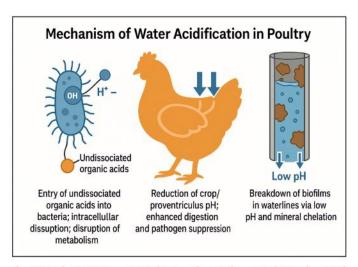
Maintaining biofilm-free lines improves the microbiological quality of delivered water and increases the efficacy of water-based treatments such as vaccines, probiotics, and medications (Hubbard, 2023).

2.4 Synergistic Effects with Other Additives

When combined with essential oils, surfactants, or certain plant extracts, organic acids may exhibit synergistic antimicrobial effects. Essential oils can disrupt bacterial cell membranes, increase permeability and enhance acid entry. Surfactants may aid in biofilm disruption and uniform acid distribution throughout the water system (Dong et al., 2024).

3. Types of Acidifiers and Formulations

The selection of an appropriate water acidification product depends on the target objectives (e.g., pathogen control, biofilm removal, gut health support), bird age, water system design, and economic considerations. Acidifiers can be broadly classified based on their



chemical nature, number of acids combined, and supplementary functional components.

3.1 Organic Acids

Organic acids are the most widely used in poultry water acidification programs due to their dual action — antimicrobial properties and metabolic compatibility with birds.

<u>Short-chain fatty acids (SCFAs):</u> Formic, acetic, propionic, and butyric acids.

- Formic acid is particularly effective against E. coli and Salmonella.
- Propionic acid is valued for mold inhibition in feed and water.
- Butyric acid supports gut epithelial health and villus development.

Medium-chain acids:

- Lactic and fumaric acids combine strong acidification capacity with mild palatability effects.
- Citric acid: Primarily used for mineral chelation, scale removal, and palatability improvement; less potent as a direct antimicrobial but valuable in blends.

3.2 Inorganic Acids

Inorganic acids such as phosphoric and hydrochloric acids are less common due to corrosive potential, safety concerns during handling, and possible negative effects on bird palatability. However, they can be cost-effective for short-term waterline cleaning or pH correction in certain farm settings.

3.3 Acid Blends

Most commercial poultry acidifiers are blends designed to combine the strengths of different acids:

 Synergistic antimicrobial effects: Pairing a strong pHlowering acid (formic, lactic) with one that has specific antimicrobial or chelating properties (propionic, citric).



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- Broader pKa coverage: Ensures undissociated acid availability across a range of gastrointestinal pH zones.
- Controlled release forms: Encapsulation of butyric acid allows targeted release in the lower intestine, protecting against early degradation.

3.4 Functional Additives in Acid Formulations

Modern acidifiers often incorporate supportive components to enhance efficacy:

- Essential oils (e.g., thymol, carvacrol): Disrupt bacterial membranes and improve flavour acceptance.
- Surfactants: Aid in wetting pipe surfaces, dislodging biofilms, and improving acid dispersion.
- Chelating agents: Enhance removal of scale and mineral deposits that harbour microbes.
- Prebiotics: Selectively stimulate beneficial microbiota to complement pathogen suppression.

3.5 Physical Form and Application Modes

- Liquid formulations: Easier to meter via water dosing pumps; suitable for continuous or pulse dosing.
- Powder formulations: Cost-efficient for small-scale producers but require dissolution and mixing.
- Encapsulated acids: Provide controlled release in the gut while reducing corrosiveness and odour.

4. Practical Application and Monitoring of Water Acidification

While water acidifiers offer multiple benefits, their success in poultry production depends on appropriate application, monitoring, and management. Incorrect use can lead to bird stress, reduced water consumption, or ineffective microbial control.

4.1 Determining Target pH Range

- Optimal range: 4.0-6.5 for most applications (broilers, layers).
- Above pH 6.5: Antimicrobial effects are reduced; biofilms may persist.

- Below pH 4.0: Risk of reduced water intake due to sour taste or corrosiveness increases.
- Adjustment must consider baseline water quality (alkalinity, hardness, microbial load).

4.2 Dosing Strategies

- Continuous dosing: Lower concentration used daily to maintain waterline hygiene and gut health.
- Pulse dosing: Higher concentration applied intermittently for specific objectives (e.g., biofilm breakdown, pre-slaughter Salmonella control).
- Programmed dosing: Stepwise reduction of pH aligned with flock age, growth stage, or disease risk periods.

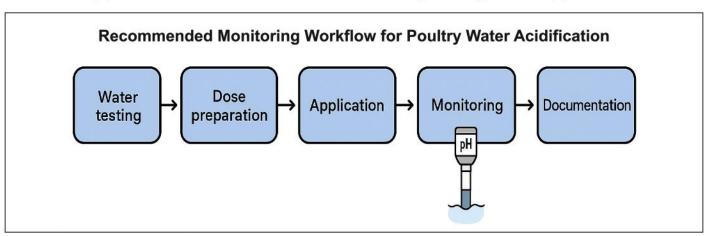
4.3 Monitoring Workflow

A systematic monitoring program ensures safe and effective acidification:

- Baseline testing: Analyse source water for pH, hardness, total dissolved solids, and microbial contamination.
- Calibration: Verify dosing pump accuracy and acid product concentration.
- On-farm monitoring: Use portable pH meters or strips daily at waterline ends to confirm effective delivery.
- Documentation: Maintain flock-wise records of pH levels, water consumption, and health outcomes.
- Corrective actions: Adjust dosage if birds reduce water intake or if target pH is not achieved.

4.5 Practical Challenges

- Palatability: Over-acidification may reduce water intake, especially in chicks.
- Equipment corrosion: Certain acids can damage metal drinker lines and dosing equipment if overused.
- Variation in farm practices: Differences in water source and management often demand farm-specific protocols.
- Cost considerations: Continuous monitoring and highquality acidifiers may be perceived as expensive, though offset by productivity gains.





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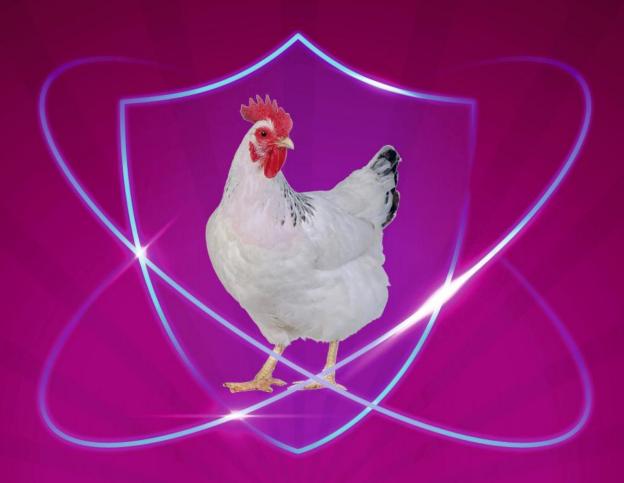
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In our journey we visited many faces with our poultry industry legends, and one among them is



Mr. G.N. Ghosh

Agri-journalist, IPR Group - Poultry Jagat Newspaper

1(A) Is he originally from Kolkata

Born on 8th January, 1935 in an old aristocratic family in South Calcutta (now Kolkata) residing here for more than 200 years. Our area Bhowanipore was full of orchards, trees, plants and ponds and many water sources mainly surrounded by stretch of rivers popularly known as Ganga. Bhowanipore was mainly occupied by the law practitioners on those days including Late Sir Asutosh Mukherjee, (Justice of Calcutta High Court and Vice Chancellor, University of Calcutta), Deshbandhu Chittaranjan Das, renowned Bar-at-Law and Past Mayor of Calcutta Municipal Corporation, who successfully defended Rishi Aurobindo against British Government, and off course Netaji Subhas Chandra Bose who resided at Elgin Road, Bhowanipore (now Netaji Bhawan) and from there left the country in disguise to fight for Independent India.



1(B) Academic qualification:

- (a) Bachelor of Commerce Degree (B. Com) from University of Calcutta in the year 1956.
- (b) Bachelor of Legislative Law (LLB) from University College of Law, Calcutta University in the year 1959.
- (c) Diploma in Journalism from University College of Journalism in the year 1961-62.
- (d) Certificate of Rural Journalism A six month crash course from Institute of Rural Journalism New Delhi headed by Late G. P. Jain, Editor Sevagram Weekly, the then largest circulated Hindi agri-weekly.

2. What is the best thing he liked in the journey?

My involvement in rural journalism *vis-à-vis* poultry journalism always allowed me to explore the mindset of thousands of small rural farmers, those till today always appreciate the unique role of a rural journalist and honoured its value. Their dependence on us as a knowledge and information sharing platform, built a and close relation and a larger extended family across the industry and the country, is always encouraging and the main source of motivation to fuel up his passion.

3. What is the right motivation he likes in the journey?

The main goal is knowledge sharing and introducing innovation technology to the grass roots. In the process highlight and setting examples of the role of dedicated successful poultry producers and related industry people; to showcase the professional image of poultry industry to the cause of poultry development and agro industries in India.

4. Why he chose the Poultry / Livestock profession?

Good number of my mentors and boyhood / school friends were involved in veterinary and poultry profession they encouraged me to publish a newspaper / trade magazine with an innovative outlook on poultry farming and production. Particularly I wish to mention, here the names of late G.P. Jain, Editor and founder of rural and agriculture newspaper Sevagram weekly and late Mr. B. V. Rao, Founder of Venkateshwara Hatcheries Group, both were my good friends and mentors who encouraged me to pursue this journey from the very beginning.







As compared to other big players in the industry, how he and his organization is different?

IPR Group is the first professional publication which involved a team of active journalists in agricultural and rural development of India. Today, it leads with a dynamic team of professionals from agri-science journalism, particularly in poultry journalism, as well as support from technical experts, entrepreneurs and policy makers across the country. We stand to be the only knowledge sharing platform in the industry who delves deep into the poultry industry and its current issues and understands the pulse of the poultry industry in India with a large association and interaction from grass roots farmers to the biggest and brightest producers in poultry industry, all alike. Our journey continues with investing in modern technology, digital upgradation, continuing with true-to-day reporting and reaching out to the grass roots of the poultry industry.

Please tell us about his family?

Hailing from an affluent South Kolkata family of five brothers, who were in banking and law by profession, he chose to be different. His inclination towards media was encouraged and supported by his family wholeheartedly throughout his journey. Later after his marriage, his wife and two daughters were this key inspiration to his success and achiveing his every goal. His spouse, Smt. Shelley Ghosh is actively involved in the business and has stood by his side at every achivement in over 50 years of the memorable journey, whether it is representing the poultry industry to the President or Prime Minister in the country in the Eighteis, Nineties and also welcoming friends and industry collegues like the late Mr. B.V. Rao to their family home at Kolkata. Now his, next generation, his elder daughter and son-in-law Mr. Sanjoy Mukerji has joined forces and taken the role of the torch bearer to reach his vision of knowledge sharing and reaching the grass roots to build a healthy agro-economy for the Indian subcontinent and beyond.

What he thought about his organisation to be leading in poultry industry?

He believes - Knowledge is power. We at Indian Poultry Review are committed to working towards dissemination of knowledge across segments in the poultry industry through the years in the print medium, through vernacular languages - Bengali, Hindi, Punjabi wherever necessary; through our monthly magazine Indian Poultry

Review and weekly newspapers Poultry Jagat. This apart, creating awareness sessions, direct contact programmes and now on the virtual medium through podcasts and video contents, creating live interactions and sharing platforms to reach the maximum number of beneficiaries, even at the grass roots level.

His mission is to return the freedom of making poultry farming an easy and lucrative choice of profession to feed India's fastest growing protein business.

What he has dream to the next generation entered in this business?

The pandemic has changed lives in many ways. But the biggest lesson has been that of human resilience. The poultry industry is the biggest example of how people have overcome the eye of the storm and is continuously marching ahead to scale newer heights of success. The breakthrough and tremendous flush of new generation energy in poultry start-ups is a ray of hope and new light growing by leaps and bounds.

Introducing more and more opportunities through interactions we've started the IPR Annual Conclave, IPR Commemorative Lecture Series, IPR Knowledge Review - based on global realization of technical and high-end skill fulfillment needs to continue in a vigorous journey forward. Last year, IPR organised it's first international knowledge sharing activity in Nepal.

The agriculture sector in India is still amongst the highest contributors to employment generation in the country and overall agri-tech industry witnessed huge revenue growth of about 85% even during the global pandemic year.

It's time we steered this segment with adequate knowledge sharing, innovation and ample agri-technology support to a brighter future.

What is his favourite eatery food?

He is a simple man who eats to live and believes in sharing. Since his young days, he has arranged for many a gathering for feasts and sharing food experiences. From organising the cooking competiitons at the poultry federation fairs to welcoming every guest to his own home for a hearty fare - he believes by setting example. His favourite food is cooked at home by his wife, where chicken and eggs feature regularly. In fact, his love for innovation has also encouraged his wife, Smt. Shelley Ghosh to publish a book on her very own chicken recipes in Bengali called - Chicken Chorcha (Chicken Culture), which is a popular name in Bengali households today.

10. What are his hobbies?

He has always been fond of nature and literature. Till this day, he spends at least 2 to 3 hours practicing horticulture everyday. Gardening mostly, flowers and seasonal fruits at his rooftop garden and reading books and journals at his study for at least 4 hours a day, is his favourite passtime.

11. Anything he would like to add?

His message to today's poultry entrepreneurs: Poultry technology and methods of management and production are changing fast almost daily with new innovations and findings, the poultry producers and stakeholders should keep their eye on all such innovations and try to introduce such new innovations in their farming to gain and enrich their knowledge further.



Immuno Wall Shines at the **Immune Connection Workshop**



he serene shores of Goa became a hub of veterinary excellence on 14th September 2025, as leading poultry veterinarians and industry experts from across India gathered for the Immune Connection Workshop, organized by Noble VetScience in association with ICC Animal Nutrition, Brazil. The spotlight of the event was ImmunoWall, a pioneering solution advancing poultry health and immunity for both layers and broilers.

The technical sessions began with Dr. Nitin Kurkure, who emphasized the challenges faced by layers and broilers, including immunosuppression caused by pathogens, nutritional deficiencies, mycotoxins, vaccination reactions, and environmental stress. He discussed key diseases such as CIA, IBD, MD, and Mycotoxicosis and highlighted the economic losses associated with weakened immunity. He stressed the urgent need to





The workshop began with a ceremonial lamp lighting and a rendition of the Ganesh Vandana, performed by Dr. Jagjit Singh, Dr. Natrajan, Dr. Shivaji Bidgar, Mr. Sachin Nanda, and Dr. C.S. Saraf, marking an auspicious start. Held at Radisson Goa, Candolim, the workshop brought together 60 participants, including veterinarians and poultry industry experts, fostering scientific discussion and collaborative learning. Dr. Jyoti Nandardhane and Dr. Ankur Hazorika anchored the proceedings, ensuring a smooth and engaging flow throughout.

strengthen immunity to maintain egg quality, growth rates, and overall flock productivity.

To honor the guest speakers, Dr. Nitin Kurkure was welcomed by Dr. C.S. Saraf, Dr. Ssu by Mr. Rohan Sovani and Dr. Fernando by Mr. Mahajan, introducing national and international expertise.

Dr. Ssu presented "ImmunoWall - A Key to Immunonutrition" explaining how MOS and B-glucan enhance immune responses and gut health in both layers and broilers. He emphasized ImmunoWall's ability to reduce antibiotic reliance, protect flocks from pathogens, and ensure consistent performance.

Dr. Fernando showcased ICC's global expertise, highlighting how the singularity of ethanol yeast and specialized technologies make ImmunoWall a safe, reliable, and sustainable solution for all poultry.





ImmunoWall® is a natural and functional solution resulting from ICC's technological and scientific improvement, originating from the BetaACTIVE technology that results in a dense yeast cell wall with high stability and low digestibility.









Using a yeast demo kit, participants assessed particle size, homogeneity, and solubility, clearly distinguishing ImmunoWall's superior quality, including its highest insoluble fraction.

At the core, ImmunoWall strengthens the gut barrier, supports innate immunity, and enhances resilience in layers and broilers alike, improving egg quality, growth performance, flock health, and profitability.

Mr. Rohan Sovani delivered a heartfelt vote of thanks. As Immune Connection Goa concluded, one message resonated: poultry immunity is the industry's top priority, and with ImmunoWall producers are equipped to ensure healthy, productive, and resilient flocks.















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Advancing Animal Welfare and Performance With Phytogenics



n modern production systems, farm animals face multiple stressors, such as heat, density, transport, and weaning, that compromise welfare, immunity, and performance. These challenges not only affect behavior and productivity but also lead to economic losses and raise consumer concerns about animal welfare and sustainable practices. By offering a multi-faceted and natural approach, phytogenics emerge as a relevant and sustainable strategy to improve performance, while contributing to overall health and enhanced animal welfare.







Samira El Mafadi Jian
Product Development Officer Techna

Phytogenics: What are They?

Phytogenics, also known as "phytobiotics" or "phytogenic feed additives", are derived from various parts of plants like herbs, spices and plant extracts and contain a vast array of bioactive compounds such as polyphenols, flavonoids or alkaloids.

These compounds exert their beneficial effects through multiple mechanisms, directly impacting key physiological systems and health status:

- Botanicals and spices: Such as oregano, ginger and garlic, used for their aromatic, savory, or biological properties.
- Plant extracts: Complex mixtures of active compounds obtained from various parts of plants (roots, leaves, flowers, fruits), for specific active components like flavonoids, saponins, or alkaloids.
- Essential oils: Concentrated liquids containing volatile compounds from plants (e.g., carvacrol from oregano, thymol from thyme, cinnamaldehyde from cinnamon), extracted through distillation or mechanical pressing.

The efficacy of phytogenics comes from their diverse array of key active principles and their complex mechanisms of action. These compounds work synergistically to exert a multitude of beneficial effects within the animal's body:

 Antioxidant properties: Many phytogenic compounds, such as polyphenols and flavonoids, are powerful antioxidants. They neutralize free radicals, reducing oxidative stress in animals, which can be particularly high during periods of stress, rapid growth, weaning or disease challenges. This helps to protect cells and tissues from damage, improving overall health and resilience.

- Antimicrobial activity: Essential oils and plant extracts often exhibit broad-spectrum antimicrobial properties against various bacteria, fungi, and viruses. This can help to control pathogenic microbial populations in the gut, reducing the incidence of enteric diseases and promoting a balanced gut microbiome.
- Improved digestibility and nutrient absorption:
 Some phytogenics stimulate the secretion of digestive enzymes and support gut morphology (villus height, crypt depth...). This leads to better digestion and absorption of nutrients from the feed, translating into improved feed efficiency and growth performance.
- Intake stimulation: The aromatic compounds in essential oils can enhance the palatability of feed, encouraging higher feed intake, especially during stressful periods or transitions, thereby supporting consistent growth.
- Stress management: Certain botanicals, such as passion flower, contribute significantly to improving animal well-being. They may exhibit anxiolytic and calming effects by modulating neurotransmitter systems like the GABAergic system. Their ability to support the antioxidant and natural defense system also help mitigate the negative effects of stress. By reducing the overall stress load on animals, phytogenics can lead to improved behavioral well-being, promoting more natural and less aggressive interactions and contributing to a calmer and more harmonious environment within the animal group.





Techna's Expertise in Formulating Solutions

At Techna, we use a science-driven approach to developing phytogenic products. The methodology is rooted in a deep understanding of botanicals, animal physiology, and the specific challenges faced by agricultural production sectors.



Techna develops phytogenic feed additives by starting in the field, with the identification of specific zootechnical or health problems. The scientific team, composed of veterinarians and animal nutritionists, works closely with farmers and animal specialists to understand the precise challenges faced by animals. This real-world insight guides the research and development, ensuring the solutions directly address the problematics on the ground.

The core of the expertise lies in the in-depth knowledge of over 100 active ingredients. The botanical experts possess an extensive understanding of plant biochemistry and physiology, knowing the active compounds responsible for biological effects and the most potent parts of plants.

The development process is backed by rigorous scientific research, which is continuously updated through ongoing research and analysis. It also includes collaborations with universities and research institutes for in-vitro trials, to measure biological indicators and biochemical effects of individual active substances. This allows not only to select the most active components, but also to understand the precise mechanism of action by which the phytogenics exert their benefits.

This expertise draws on decades of mastery in the synergy of botanical components. The individual active components and botanicals are combined to create sophisticated blends where compounds interact to enhance each other's efficacy, often leading to more potent and balanced outcomes than single-ingredient approaches.

These product combinations are tested in vivo through research programs and in experimental stations, as well as approved in commercial field trials to confirm their zootechnical benefits under diverse practical conditions.

In addition, Techna works on designing optimal delivery methods to ensure maximum bioavailability and efficacy within the animal.

Encapsulation of Plant-based Actives

Techna has developed expertise in protecting and delivering natural active ingredients with precision. This capability is a key differentiator, as the encapsulation of these compounds plays a strategic role in ensuring their effectiveness.

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1 Data on file, Study Report No. B815R-US-18-A46, Zoetis Inc.

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This technology involves enclosing one or more active principles within a protective matrix, creating a physical barrier that isolates them from their external environment. Encapsulation aims to protect these sensitive compounds, which are often fragile when exposed to oxygen, light, digestive pH, or enzymes. Thanks to adapted matrices, the active ingredients maintain their integrity from their incorporation until their release at the intended site of action (intestine, rumen, or other). This not only ensures better bioavailability but also prolonged and repeatable efficacy over time.

Beyond simple protection, encapsulation is also a tool for functional precision. It allows for controlled release (immediate, prolonged, or delayed), which can be adapted to the specific needs of the animal or technical constraints (mode of administration, solid or liquid formulation, stability in premix or complete feed). This level of mastery is the result of continuous research in galenic, coupled with rigorous in vitro trials conducted in collaboration with research institutes and field partners.

Adjusting Kinetics to Maximize Functional Efficacy

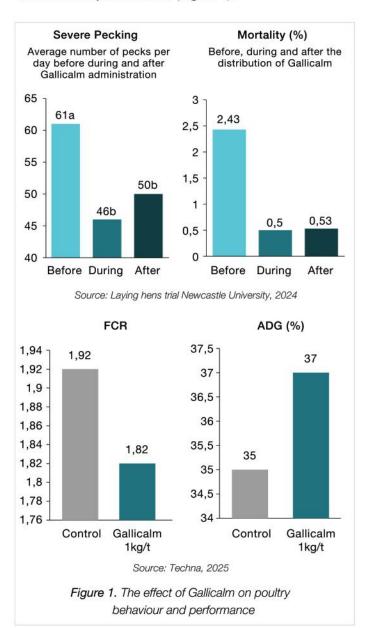
In line with its advanced galenic approach, Techna's Innovation department has dedicated several years to the comparative study of various encapsulation matrices, including cellulosic, lipid, and protein-based materials. The goal was to adapt the release mode of plant extracts to the specific physiological needs of the target animal species. This work has enabled us to design and validate, within our laboratory, three innovative release kinetic profiles based on differentiated encapsulation and process, optimized by rigorous in vitro trials:

- CAPS-QR "Quick Release": This allows for immediate release in the upper digestive tract. Ideal for fastacting extracts (immune or antioxidant stimulation), it relies on matrices that disintegrate rapidly at neutral or acidic pH.
- CAPS-SR "Slow Release": This ensures prolonged release throughout the entire digestive transit. Suited for active ingredients with sustained effects (natural anti-inflammatories, metabolic regulators), it uses coatings that modulate diffusion based on pH or enzymes.
- CAPS-DR "Delayed Release": This targets specific areas of the lower digestive system, with delayed release allowing for local action (microbiota modulation, antimicrobial effect). It relies on coatings designed to resist the initial phases of digestion.

These differentiated galenic profiles offer flexibility in the use of plant extracts, allowing the release kinetics to be adapted to the biochemical nature of the active ingredient, the desired mode of action, and the animal's physiological context. This functional release design capability, coupled with fine control over manufacturing processes, constitutes a major technological advantage for the development of new-generation natural solutions for the different species (ruminant and monogastric).

Applications in Poultry and Swine

Gallicalm is a targeted phytogenic blend of aromatic substances and plant extracts, specifically formulated to control the negative effects of nervousness in poultry production. Its efficacy has been demonstrated in trials with laying hens, where it helped limit inappropriate behaviour such as feather pecking and scratching. Beyond behavioral improvements, Gallicalm also supports zootechnical performance (Figure 1).





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Engineering Feed Solutions





Robus Zen is a specialized mixture of aromatic substances and plant extracts designed to limit the negative effects of nervousness in pigs, such as biting or bullying. By promoting calmer social interactions, Robus Zen also helps improve growth performance on swine farms (Figure 2).

Both products reflect Techna's scientific approach, leveraging botanical expertise, advanced formulation, and targeted delivery to support behavioral management in livestock.

Overall, phytogenic solutions have proven to be a natural and effective lever for addressing the multiple challenges of animal production. Beyond promoting animal welfare and reducing stress, their antioxidant, antimicrobial and digestive properties contribute also to improved feed efficiency, growth performance and overall herd and flock resilience. By acting on multiple physiological pathways, they serve as a valuable complement or alternative to conventional approaches, helping reduce antibiotics and synthetic inputs.

Backed by over 60 years of expertise in precision nutrition and natural health, Techna turns botanical science into practical solutions that support the livestock and feed industry in achieving optimal animal health, enhanced performance, and sustainable productivity.

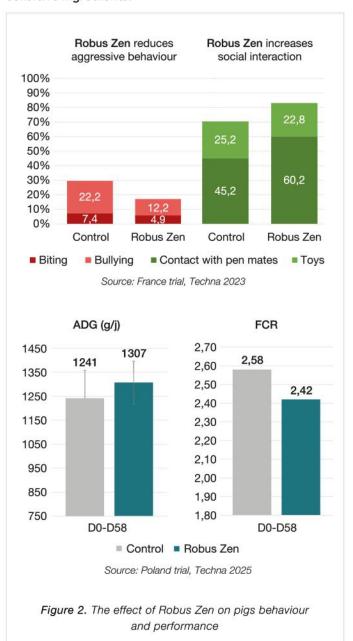
About Jihane Guihard

As R&D Project Manager at Techna, Jihane Guihard holds an engineering degree in product design and brings over fifteen years of experience in developing nutritional solutions. She has built deep expertise in phytotherapy and aromatherapy, driving projects that enhance both product efficacy and zootechnical performance.

About Samira El Mafadi Jian

Currently working as the Product Development Officer at Techna, Samira El Mafadi Jian holds a PhD in Food Process

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IPEMA / Poultry India Leads IPJA'S

Technical Seminar on Challenges & Opportunities in Poultry Sector in Telangana



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

Launch of Poultry India App & Industry Showcase

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



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





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

Knowledge Sessions & Expert Insights

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

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



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Key topics covered included:

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

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

Participation & Impact

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

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

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

Commitment to Future Growth

Mr. M.K. Vyas, President of IPJA, extended his heartfelt thanks to IPEMA/Poultry India for the support and announced more efforts from IPJA to organizing such events for the growth of Poultry in India. He extended heartfelt thanks to all sponsors, speakers, attendees, Telangana Poultry Federation, for their support in making the event a success.

IPEMA (Indian Poultry Equipment Manufacturers' Association)/ Poultry India are committed to uniting the poultry sector, fostering innovation, and driving sustainable growth. Through flagship events like **Poultry** India Expo and active support for technical seminars,





they continue to provide a robust platform for knowledge-sharing, collaboration, and industry excellence.

Looking Ahead - Poultry India Expo 2025

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

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

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

For more updates on Poultry India Expo 2025 visit: www.poultryindia.co.in







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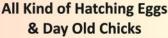






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Water Treatment & Biosecurity-The Twin Pillars of Poultry Management



Dr. Mahendra Singh

HEAD - Veterinary Division, Hind Pharma, Bhopal Director - Mommy's Chicken & Foods Pvt. Ltd., Bhopal

n today's poultry industry, two factors play a decisive role in ensuring profitable, sustainable, and diseasefree production:

Water Treatment and Biosecurity.

Together, they safeguard flock health, enhance performance, and reduce dependence on antibiotics.

1. Water Treatment in Poultry

Water is often called the "forgotten nutrient," yet it is the most critical element in poultry roduction. Birds consume **twice as much water as feed**, and any compromise in water quality directly impacts growth, egg production, and immunity.

Key Challenges in Water Quality

- Microbial contamination: Bacteria such as E. coli and Salmonella spread through untreated water.
- Biofilm formation: Organic residues in pipelines harbor pathogens.
- Chemical impurities: High TDS, hardness, iron, or nitrates affect digestion and performance.
- pH imbalance: Acidic or alkaline water reduces feed intake.

Water Treatment Practices

- · Filtration to remove physical impurities.
- Acidification to maintain pH (5.5-6.5) and inhibit bacterial growth.
- Chlorination / Hydrogen Peroxide / Ozone for disinfection.
- Regular waterline flushing to prevent biofilm buildup.
- Monitoring TDS, hardness, and microbial load routinely.

2. Biosecurity in Poultry

Biosecurity means preventing disease entry and spread on the farm. With rising concerns about Antimicrobial Resistance (AMR) and the push toward antibiotic-free production, biosecurity has become more important than ever.

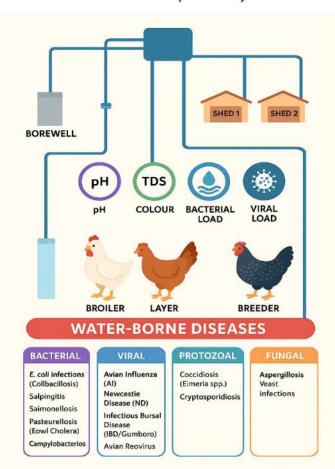
Three Levels of Biosecurity

- Conceptual Biosecurity Farm location, distance from other poultry units, controlled entry points.
- 2. **Structural Biosecurity** Physical barriers, fencing, bird-proof sheds, water sanitation system.

 Operational Biosecurity - Day-to-day practices like disinfection, vaccination, and visitor control.

Practical Biosecurity Measures

- Restrict farm access (only authorized persons allowed).
- · Provide footbaths, hand sanitizers, and farm clothing.
- Disinfect vehicles, crates, and equipment before entry.
- · Implement rodent and wild bird control programs.
- Maintain strict mortality disposal methods (incineration / composting).
- · Regular vaccination and health monitoring.
- · Keep detailed farm records for traceability.
- 3. Water Treatment + Biosecurity = Sustainable Poultry While water treatment ensures internal health and performance, biosecurity provides external protection from infections. Both are complementary and essential.



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and Acidifications through drinking water





ocal contact: KAUSHIK SHETTY // tel.: 98805 25397 // e-mail: kaushik.shetty@dosatron.com





- Clean water reduces gut-related diseases like colibacillosis and diarrhoea.
- Biosecurity reduces the risk of respiratory and viral infections.
- Together, they help in antibiotic-free poultry production, improve FCR (Feed Conversion Ratio), enhance bird welfare, and boost farmer profitability.

Water Quality Monitoring & Water-Borne Diseases in Poultry

Diagram shows that, the source of water we need to check, Ph, TDS, COLOUR, BACTERIA & VIRAL LOAD. This water will go to overhead tank & from there it will distribute to different Poultry shed tanks & through pipe & nipple it will available for birds, here we need to monitor the quality of water.

Importance of Water Sanitation in Poultry Production

In modern poultry production, the use of **feed additives** such as water and feed acidifiers, toxin binders, probiotics, and antibiotic growth promoters (AGPs) is a common recommendation by poultry nutritionists. Farmers are also increasingly incorporating low-cost protein sources like Rice DDGS, Maize DDGS, and Meat Meal (sometimes adulterated with leather powder) to reduce feed costs.

However, ignoring water sanitation remains one of the most critical mistakes in poultry farming. Even with balanced feed formulation and additives, if the water provided to the birds is contaminated, it results in:

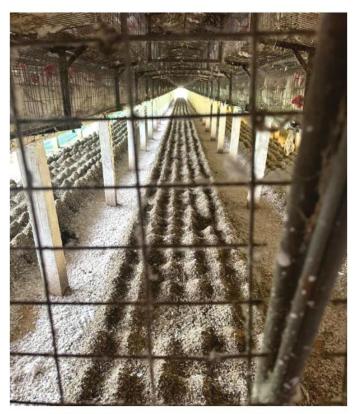
- Loose droppings due to microbial contamination.
- Poor nutrient absorption birds fail to utilize protein, energy, minerals, and vitamins in the diet.
- Increased incidence of diseases such as E. coli infections and Salpingitis.
- · Weakened immunity and consequently poor production performance.

In contrast, a farm with proper water sanitation shows remarkable differences. For example, in one of my ideally managed farms, the birds consistently showed dry droppings ("DRY BEAT"), a clear indicator of good gut health and proper nutrient absorption. This success was achieved through:

- Regular water sanitation practices (disinfection, acidification, and monitoring).
- Ensuring feed hygiene along with the use of safe, food-grade raw materials.
- Strict biosecurity and management protocols.

Safe Water Treatment - A Farmer's Responsibility

Many farmers currently use different chemicals such as chlorine gas, bleaching powder, and sodium hypochlorite for water treatment. They are not safe for poultry or humans. These compounds often leave harmful residues, alter water taste, reduce consumption, and may even add toxic by-products into the water.



According to WHO guidelines, only food and pharmaceutical grade salt should be used for drinking water treatment - both for humans and poultry. The safest and globally recommended option is NaDCC (Sodium Dichloroisocyanurate), which ensures:

- Broad spectrum disinfection with very effective bacterial control
- Safe for poultry & human consumption
- No significant change in taste or odour
- Eco-friendly & easy handling
- Stable and longer shelf life compared to other chlorine sources

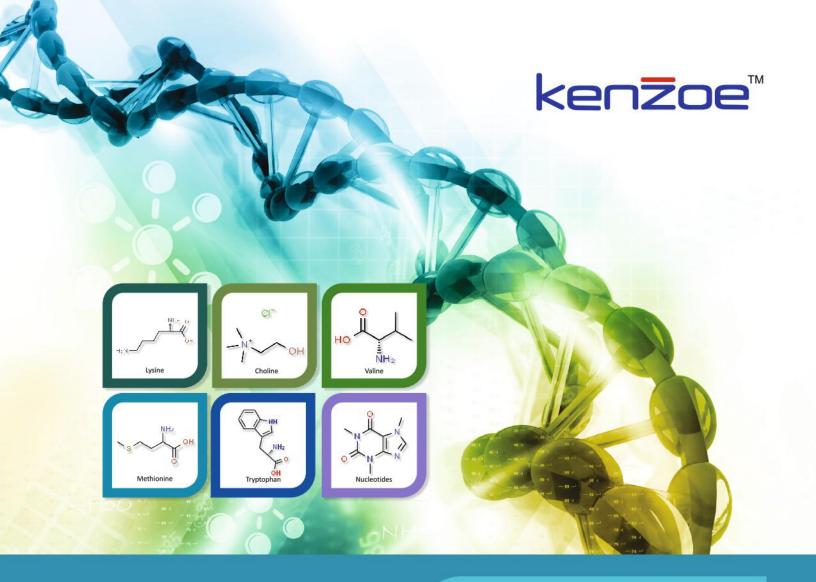
Using sub-standard chemicals not only compromises poultry performance (loose droppings, poor nutrient absorption, higher disease load, chlorine toxicity) but also risks human food safety through residues in meat and eggs.

Key Impact: Farmers must understand that safe water treatment is not about the cheapest chemical, but about using WHO recommended, food & pharma grade NaDCC for long-term health, productivity, and profitability.

Note: Why NaDCC (Food & Pharma Grade) is Always Better.

Among all the available chlorine-based compounds for water sanitation, Food & Pharma grade Sodium Dichloroisocyanurate (NaDCC) is the safest and most effective choice.

- WHO Recommended Approved for safe drinking water treatment globally.
- Broad Spectrum Effectiveness Provides strong and stable disinfection (48 hours' stability).





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.

Groptiz

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	Sodium Di Chloro Iso Cynurate	Chlorine Gas	Bleaching Powder CaoCl	Sodium Hypochlorite NaoCl	Halozone C ₂ HCL ₂ NO ₄ S
Category	Chloramines	Chlorinated Compound	Chlorinated Compound	Chlorinated Compound	Chlorinated donor compound
Available Chlorine	60%	100% Active 12.5% (HOCL)	30%	20%	50%
Stability in Water	48 Hours	2Hours, Low Hydrolysis Constant	2Hours, Low Hydrolysis Constant	2Hours, Low Hydrolysis Constant	12 Hours
Toxicity	LD ⁵⁰ 1000 mg/kg	High Residual Compound HCL	High Residual Compound Lime	High Residual Compound NaOH	LD ⁵⁰ 235mg/kg Residual Compound 4 Carbonyl Benzene Salfonamide
Bacterial Effect	Broad Spectrum Very Effective	Low due to poor hydrolysis constant	Low due to poor Hydrolysis Constant	Low due to poor Hydrolysis Constant	Effective
Hazards	Very Safe	Very Hazardous	Hazardous Heavy Dusting	Liquid, High Volume	Safe
Taste of Water	No Significant change	Chlorine Gas	Lime Taste	Alkaline	No significant change
Odour	No Significant change	Chlorine Gas	Chlorine	Chlorine	No significant change
Shelf Life	3 Years	1 Year	2 Months	20 - 30 days	2 Years
Environment	Eco-Friendly	Toxic	70% Lime Sludge	Eco-Friendly	Eco-Friendly
Formulation (EFF, TAB)	Effervescent Tablets	Not Possible	Not Possible	Not Possible	Not Possible
Handling	Easy	Heavy Weight Cylinders	Unsafe High Manpower Required	High Volume Transportation	Easy

- Safe for Birds & Humans No harmful residues, no significant change in taste or odor.
- · Eco-Friendly No toxic by-products or sludge formation.
- Long Shelf Life Up to 3 years, with easy effervescent tablet formulation.
- Ease of Use Simple handling, no heavy cylinders or high manpower required.
- Therefore, NaDCC (Food & Pharma Grade) is always better than chlorine gas, bleaching powder, sodium hypochlorite, or halozone for ensuring Zero-Bacteria Water in poultry Farms.

Conclusion

In poultry management, prevention is always better than cure. Poultry farming success is not just about what we feed the birds, but also about the quality of water they drink every single day. Feed can be fortified, sheds can be modernized, but without clean water and strict sanitation, the full genetic potential of the flock can never be realized. Water is the simplest yet most powerful tool to secure healthy birds, higher productivity, and long-term profitability. Water treatment and biosecurity are not costs but investments that return multiple benefits in productivity, profitability, and sustainability.

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Zamira Australia **Hosts Successful Veterinarians** Conference at Namakkal



amira Australia successfully hosted a Veterinarians Meet at Namakkal, bringing together over 45 experienced veterinarians from across Tamil Nadu for a day of collaborative learning, technical exchange, and networking.

The event was enriched by the presence of distinguished experts from veterinary practice, academia, and poultry consultancy. Eminent participants included Dr. D.Chandrasekar, (Retired professor, VCRI, Namakkal), Broiler consultant Dr. Rajendran, Coimbatore, Dr. V.Gowthaman, Associate Professor, VCRI, Salem, Dr. K.Sukumar, Professor, VCRI, Namakkal, Dr. A.Balasubramaniam, Professor, VCRI, Namakkal, Dr. Sasi Kumar Renowned Layer consultant, Their participation and contributions inspired attendees and added immense value to the technical discussions.

The evening commenced with a warm welcome from Dr. Shaveta Sood, Director South Asia, Zamira Australia, who set the stage for an engaging technical program.



"At Zamira, our focus is on bridging science with field practice. This event was about empowering veterinarians with tools and knowledge that support poultry health and farmer success," remarked Dr. Shaveta in her opening address.

The highlight of the conference was a knowledge-sharing presentation by Dr. Vorachai Leethochawalit, internationally renowned consultant from Bangkok,



Thailand, who brings over 42 years of field expertise in poultry health and nutrition. In his presentation, titled "From Shell to Skeleton - Calcium's Overlooked Story in Layers", Dr. Vorachai emphasised the crucial role of calcium in shell strength and skeletal health of layer birds.

"Strong shells begin with strong skeletons. By improving medullary bone health with highly bioavailable calcium, we can extend the productive laying cycle and reduce lameness, creating benefits that reach right through to farm profitability," said Dr. Vorachai.

Dr. Vorachai also introduced Zamira's latest innovation for the Indian market-ZamiBoost Shell Strength. This product contains plant-based marine calcium combined with a mineral complex of 72 trace minerals, designed to enhance shell quality, improve laying percentage, and maintain performance during extended laying periods. By improving shell strength and skeletal health, ZamiBoost Shell Strength delivers practical benefits for producers, including more saleable eggs, reduced incidence of lameness, and higher value from spent hens.

The program continued with insights from Mr. Vikas Gour, Country Manager for Zamira partner, Celtic Sea Minerals, who shared details on the development and introduction of ZamiBoost Shell Strength for the Indian poultry sector, followed by a comprehensive overview of Zamira's product range presented by Dr. Shailaja Rajyam, Product and Marketing Manager, Zamira Australia, and Dr. Sandhanu J, Techno-Commercial Manager, Zamira Australia.

The formal proceedings concluded with words of appreciation from Mr. Sekhar Amman, Proprietor, Amman Enterprises, Coimbatore, Zamira's valued channel partner, followed by Mr. Murugesan Sengottuvelu, Regional Sales Manager, Zamira, who extended gratitude to all participants for their enthusiastic engagement and support.

The evening then continued with a networking dinner, providing a relaxed setting for veterinarians, consultants, and industry leaders to strengthen professional bonds and exchange ideas for the future of poultry health and productivity.

With its strong focus on technical knowledge, practical solutions, and industry collaboration, this successful conference reinforced Zamira's commitment to supporting India's poultry sector with science-driven innovations and trusted partnerships.







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



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



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



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

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



The seminar marked a critical step in strengthening disease management practices for broiler breeders in Haryana. With a focus on proactive solutions and knowledge exchange, the event reinforced RR Animal Health Care Ltd's commitment in supporting sustainable and healthy farming.

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

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





About RR Animal Health Care Ltd.

RR Animal Health Care Ltd is a company with diversified interested in Animal and Human Health & Nutrition segment. With over 12 years of legacy, this company has established itself with unique solutions for Human, Poultry, Aqua and Livestock management in India. With 3

manufacturing facilities in India, the company is committed to deliver value to its customers across diversified species & segments. Pioneer in farm biosecurity segment with new concepts, the company is well recognized as a 'Unique Solution Provider' across industries. For more info: www.rrahc.in.











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* Fouad et al., 2012

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Stallen South Asia Hosts



Technical Seminar and Launches New Vaccines in Coimbatore

C tallen South Asia Pvt. Ltd., a trusted partner to India's Doubtry sector for over 26 years, recently organized an exclusive technical seminar for leading poultry farmers from Tamil Nadu and Kerala. The event underscored Stallen's enduring commitment to the region while introducing two innovative vaccines - BIO-VAC SGP 695 and LIVACOX Q - which received an enthusiastic response from participants.

Held in Coimbatore, the program brought together 30+ progressive poultry farmers who play a vital role in strengthening South India's poultry industry and economy. The gathering created a platform to exchange knowledge, discuss emerging challenges, and explore practical solutions for healthier, more productive flocks.

The session opened with a warm welcome by Mr. Raja Desingu, Regional Sales Manager, who thanked attendees for their continued trust in Stallen.

Dr. Sanjay Singhal, Chief Operating Officer of Stallen South Asia, followed with an insightful presentation on the company's journey and growth in the Indian poultry market. He highlighted Stallen's "farmer-first" philosophy, combining field expertise with cutting-edge science to deliver sustainable, performance-oriented solutions.

A key highlight of the seminar was an expert talk by Dr. Jayaraman, a renowned poultry consultant from South India. Addressing the theme "Safeguarding Poultry Health: Prevention of Hidden Threats in Breeders & Layers," he shared strategies to protect flocks from often-overlooked diseases such as Mycoplasma (MG and MS), Coccidiosis, and Salmonella. He emphasized the importance of early detection, robust immunity, and sound farm management in mitigating these risks.

Adding to the technical insights, Dr. Kishor Gedam presented a comprehensive overview of Stallen's vaccine portfolio. He detailed the benefits of killed vaccines such as MS-VAC, MYC-VAC, and CORI-VAC, as well as live vaccines including BIO-VAC SGP 695 and LIVACOX Q, which help safeguard birds against Mycoplasma, Salmonella, and Coccidiosis.

The event concluded with an informal networking dinner, offering farmers and Stallen's technical team an opportunity to strengthen relationships and share perspectives in a relaxed setting.

By bringing together expertise, innovation, and field experience, this seminar reaffirmed Stallen South Asia's dedication to empowering poultry farmers in Tamil Nadu and Kerala with trusted products, strong technical support, and long-term partnerships for sustainable growth.















Zytex Biotech – Advancing Tomorrow with Biotechnology

Founded in 2006, Zytex Biotech has emerged as a leader in biotechnology, driven by innovation and scientific excellence. Zytex specializes in probiotics, nutraceuticals, bioagriculture, wastewater treatment. Backed by a state-of-the-art fermentation facility and strong R&D, we deliver high-quality, stable, and effective products that drive performance and sustainability.

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NSPDT Delegation Visits Stallen 🥓 Stallen



South Asia's Feed Additives and Therapeutics Units in Palghar, Maharashtra.

he National Smallholder Poultry Development Trust (NSPDT) delegation recently visited the advanced manufacturing facilities of Stallen South Asia Pvt. Ltd. in Palghar, Maharashtra. The visit included a tour of the Feed Additives Manufacturing Plant in Chahade and the Therapeutics/Formulations Manufacturing Unit in Vevoor. The purpose of the visit was to understand modern practices in animal health and nutrition. The delegation included Dr. Mokadesh Ali, Dr. Babul Borgohain, Dr. Dula Talukdar, Mr. Abhilash Kumar Jha, Mr. Akhilesh Kumar Verma, Mr. Anirban Mukerjee, Mr. Anupam Kumar, Mr. Gopal Kumar Prasad, and Mr. Suraj Kumar Pandey. They were warmly welcomed by Stallen's leadership team and were given detailed insights into the company's manufacturing processes, quality control systems, and innovation efforts.



"Stallen's Feed additives and supplement manufacturing facilities in Chahade" is recognized for its world-class infrastructure and manufacturing excellence. It specializes in a broad portfolio of feed additives and supplements for poultry and cattle, including antibacterial solutions, treatments targeting mycoplasmal infections, deworming agents, performance enhancers, anthelmintics, mineral supplements, toxinbinding 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. The manufacturing unit is equipped with advanced machinery for formulation, granulation, liquid filling, and packaging. Rigorous quality control is implemented at every stage, from raw material testing to final product release, ensuring product consistency, safety, and compliance with global standards.

Another dedicated "Therapeutics/Formulations Manufacturing Unit in Vevoor (Palghar, Maharashtra)" is a crucial facility for manufacturing pharmaceutical products that range between regular therapeutic drugs as well as beta-lactam formulations. This formulation unit is equipped with state-of-the-art facilities and machinery required for 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. The facilities comply with Good Manufacturing Practices (GMP) and are aligned with regulatory requirements to serve both domestic and international markets. With their company products registered in over 65 countries, this milestone reinforces India's pursuit of veterinary selfsufficiency and innovation-led growth.

During the visit, the delegation had meaningful interactions with key team members including Mr. Aniket Parikh (Director), Dr. Sanjay Singhal (COO - Poultry & Cattle), Dr. Amit Janbandhu (Product Manager -Nutrition), Dr. Onkar Paradhe (Vaccine Division), Mr. Vijaykumar Menon (Factory Manager - Chahade), and Mr. Sunil Sonwane (Factory Manager - Palghar).







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Improvement in BWT in open shed

^{Upto} 120 g

Improvement in **BWT** in EC shed Upto 30%

Improvement in livability vis-à-vis antibiotic control



^{#1} FCR point represent third/last decimal point of 1000













Mr. Aniket Parikh shared that Stallen was founded in 1992 by his late father, Shri A.B. Parikh, and now exports products to over 65 countries including those in North and South America, Europe, the Middle East, China, Japan, Southeast Asia, and Australia. Dr. Sanjay Singhal also highlighted their third manufacturing unit in Vatva, Gujarat, which produces Halquinol 98%, a non-antibiotic growth promoter made according to British Pharmacopoeia 1980 (BP 80) standards. Dr. Amit

Janbandhu mentioned Stallen's collaboration with FATRO, Italy, through which they market FATRO's complete vaccine range in the Indian subcontinent, and highlighted Stallen's product portfolio.

The delegation appreciated the company's warm hospitality, transparency, and strong commitment to quality. The visit highlighted the vital role Stallen plays in advancing India's veterinary sector through innovation, regulatory compliance, and responsible manufacturing.

EVENT CALENDER

OCTOBER 2025

8-9 OCTOBER - 36[™] PFI-AGM

POULTRY FEDERATION OF INDIA-AGM

Venue: Ramada Hotel, Lucknow

Phone: 85852 22224

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POULTRY FEDERATION

NOVEMBER 2025

25-27 NOVEMBER - VIV MEA

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Web : www.vivmea.nl

Phone: +31 6 5133 2877



NOVEMBER 2025

26-27-28 NOVEMBER – POULTRY INDIA

Venue: HITEX Exhibition Center Hydrabad Name: Mr. Uday Singh Bayas (President)

Ms. Radhika (SOM)

Phone: 7997994331 / 34 Email: info@poultryindia.co.in Web : www.poultryindia.co.in



JANUARY 2026

27-29 JANUARY - IPPE

Venue: Georgia World Congress Center,

285 Andrew Young

International Blvd NW

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MARCH 2026

10-12 MARCH - VICTAM ASIA

Venue: BITEC Exhibition Center in Bangkok,

Thailand

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JUNE 2026

28-30 JUNE - MIDDLE EAST POULTRY EXPO

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Canafa & CBS Bio Platforms Empower Poultry Industry Across India with Cutting-Edge Seminar Series



Empowering veterinarians with global innovations for a healthier tomorrow

The month of September 2025 witnessed another landmark initiative in the Indian poultry sector, as Canafa Solutions Pvt. Ltd., in collaboration with CBS Bio Platform Canada, successfully hosted a multi-city seminar series that brought global innovations in animal nutrition to veterinarians across India. Spanning from 8th to 11th September 2025, the series covered Karnal, Jind, Pune, and Hyderabad, drawing an engaged audience of practicing veterinarians and nutritionists.

Collaboration for Advancement

Since the inception of its partnership with CBS Bio Platform Canada, Canafa has remained steadfast in its mission to bridge the gap between global scientific advancements and local field practices. This seminar series epitomized that vision, offering an immersive platform where veterinary professionals could interact directly with CBS experts, gain access to the latest research, and evaluate the applicability of innovative technologies in the Indian context.

Distinguished Speakers

The seminars were graced by a distinguished panel of CBS experts:

Dr. James Seth Monegue, Ph.D. (Monogastric Nutrition), Technical Services Manager, USA

An authority in monogastric nutrition, Dr. Seth shared transformative perspectives on optimizing lean tissue deposition through enzyme interventions, underscoring the profound link between nutritional strategies and productive efficiency.

Dr. Eduardo Tuason, International Sales Manager, **Philippines**

With his deep involvement in both technical and commercial domains, Dr. Tuason highlighted CBS's commitment to aligning innovation with field realities, helping Canafa expand its reach in India.

Dr. Geraldbeau Licarte, Technical Services Manager, **Philippines**

With extensive expertise in enzymatic technologies, Dr. Geraldbeau Licarte, Nutritionist addressed the long-term benefits of advanced feed enzymes and their role in achieving sustainable poultry health.

Their collective expertise converged around three pivotal themes:

- 1. Dynamic Protein Concept Exogenous enzymes as a pathway to optimize lean tissue deposition and elevate protein utilization efficiency.
- 2. Microbial Mitigation Empirical evaluations on hydrolysis product efficacy and strategies for addressing microbial challenges.
- 3. Stacked Technology The synergistic advantage of multi-enzyme approaches for enhancing gut health, immunity, and poultry performance.

Seminar Series: A Marathon of Knowledge

Karnal - A Grand Commencement (8th September 2025, Hotel Noor Mahal)

The series commenced at the prestigious Hotel Noor Mahal in Karnal, where veterinarians gathered for an evening that combined technical enrichment with peer exchange. Discussions highlighted the transformative role of enzymatic solutions in shaping the future of poultry nutrition.







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Jind - Broadening Horizons (9th September 2025, Hotel Deep Marriott)

The second leg unfolded in Jind, where the discourse intensified around the practical implications of CBS innovations. Veterinarians actively engaged in dialogues, affirming the growing importance of precision nutrition in resolving realworld production challenges.

Pune - Insights Beyond Nutrition (10th September 2025, Fairfield by Marriott)

The Pune seminar stood out with the esteemed presence of Dr. K. Jayaraman, Bachelor's in veterinary science (B.V.Sc) (10th September, 2025 seminar), who delivered a powerful session on "immune compromise and enhancing immune competency in poultry". Alongside this, the CBS experts continued to share their technical insights, delving deeper into enzymatic innovations and their practical applications for Indian poultry systems. Their combined expertise ensured that participants gained both global perspectives and locally relevant solutions.



















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Hyderabad - A Fitting Conclusion (11th September 2025, Le Meridien)

The grand finale in Hyderabad was further elevated by Dr. Chandrasekaran Duraiswamy, M.V.Sc., Ph.D. (Professor of Animal Nutrition, Retd.), TANUVAS, Namakkal, who drew upon over three decades of experience with enzyme applications in poultry feed. In addition, the CBS experts once again enriched the session with their advanced knowledge, reinforcing the critical role of dynamic protein concepts, microbial mitigation, and stacked enzyme technologies in shaping the future of poultry health. This blend of global expertise and seasoned local experience brought the series to a powerful conclusion.







Knowledge Meets Networking

Each session culminated with a formal networking gala, seamlessly integrating scientific innovation with strategic industry interaction. These gatherings served not only as intellectual forums but also as vibrant opportunities for collaboration, a crucial element in fostering growth and development within the poultry sector.

Leadership & Commitment

The resounding success of these programs was anchored in the visionary leadership of Mr. Kanwaljit Singh Ahluwalia, Managing Director of Canafa, whose strategic foresight has been instrumental in advancing innovative nutrition solutions for animal health and productivity.

Equally pivotal was the contribution of Mr. Hitesh Tolia, General Manager - Sales & Marketing, whose coordination and market-driven insights played a vital role in executing the series seamlessly and ensuring its relevance to veterinarians and stakeholders.

Complementing this leadership was the active participation of local managers across regions, whose dedication reinforced Canafa's commitment to localized expertise and regional industry advancement.

About CBS Bio Platforms

CBS Bio Platforms Inc., a GMP+ certified, innovation-driven enterprise, has been at the forefront of research, development, and manufacturing of enzymatic solutions since its inception in 1984. Headquartered in Calgary, Alberta, Canada, with manufacturing and warehouse facilities strategically located east and west, CBS serves customers across global markets. Its diverse portfolio spans feed, food, industrial, and environmental applications, making it a pioneer in applying biotechnology to solve complex nutritional and ecological challenges.

A Partnership with Lasting Impact

The strategic and enduring partnership between Canafa and CBS Bio Platforms has become a beacon of innovation in the Indian poultry sector. This collaboration, underscored by ongoing and future seminar series, is a testament to CBS's global impact and its pivotal role in promoting sustainable agricultural practices. As both organizations continue to expand their presence, their joint endeavors are poised to leave a lasting legacy on the Indian animal industry, fostering innovation, sustainability, and long-term growth.





For more information, please visit: Canafa Solutions Official Website: www.canafa.in

Contact:

Mr. Hitesh Tolia General Manager (Sales & Marketing) +91 8976266077 Ms. Kritika Lamba Sales Coordinator info@canafa.in, md@canafa.in | +91 9876927764

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Poultry

Enzymes, enzyme blends, probiotics and naturally extract molecules as effective feed supplements

Water and soil conditioning, amonia scavenging, immune boosting actives Enzymes and probiotics

Ruminants

Ensure healthy animals forming, high milk yield, high SNF, and better productivity

Swine

Enzymes, Probiotics to enhance the productivity and overall growth.

Our Animal Health portfolio includes:

- Feed Supplements
- Nutritional Supplements
- Enzymes
- Probiotics
- · API's

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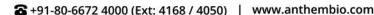












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Anthem Biosciences Pvt. Ltd.,



From Challenges to Solutions: Huvepharma's **Seminars Empower Poultry Producers with** HuveShield™ NDK & Tylvalovet™

Huvepharma® is thrilled to share the resounding success of our recent Innovative Product Launch Seminars, held across Coimbatore, Hyderabad, Pune, and Karnal. These events brought together poultry business owners, farmers, veterinarians, and technocrats to witness the unveiling of two groundbreaking solutions:

- 1. HuveShield™ NDK A next-generation killed vaccine for Newcastle Disease, designed for superior protection with a unique Water-in-Oil-in-Water (W/O/W) emulsion technology.
- 2. **Tylvalovet**[™] A cutting-edge solution for **Mycoplasma control**, ensuring enhanced flock health and productivity.















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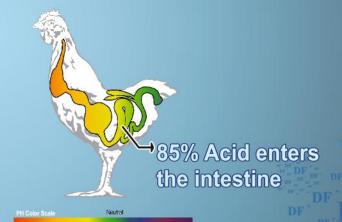
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PRODUCT LAUNCH

COIMBATORE PUNE | HYDERABAD KARNAL



Optimizing Coccidiosis Management – Dr. Monita Vereecken

Dr. Vereecken emphasized the challenges of *Eimeria spp.* and the rising resistance to anticoccidials. She highlighted the importance of *live coccidial vaccines*, stressing the need for strain-specific immunization to avoid competitive exclusion. Advanced strategies like year-round vaccination, vaccinedrug rotations, and "bio-shuttle" programs were discussed, alongside Huvepharma's coccidiosis vaccine portfolio, including Eimeriavax® 4m and Advent®.

Tackling Newcastle Disease - Dr. Jayaraman

Dr. Jayaraman addressed the **ongoing threat of ND in India**, driven by **genotype VII and XIII strains**. He advocated for **genotype-matched prime-boost vaccination**, thermostable vaccines, and improved cold-chain management. His session reinforced that "**vaccination** ≠ **immunization**" and called for **customized approaches** for broilers and layers.





Addressing Core Challenges in Newcastle Disease Control – Dr. K. S. Prajapati

Dr. K. S. Prajapati delivered a critical presentation dissecting the multifaceted challenges in controlling Newcastle Disease (ND). He underscored that beyond the emergence of virulent genotypes, factors such as inconsistent cold-chain maintenance, improper vaccine administration, and high levels of maternal antibodies in chicks significantly compromise flock immunity. Dr. Prajapati advocated for a holistic control strategy that integrates robust farm biosecurity protocols with a scientifically designed vaccination program, emphasizing the critical need for monitoring serological titers to gauge vaccine efficacy and make informed, data-driven decisions for lasting protection.













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Supports optimised feed intake and better nutrient utilisation



Lowers respiratory issues and helps in strong immune response



PRODUCT LAUNCH

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Introducing HuveShield™ NDK - Dr. Devender Hooda

Dr. Hooda unveiled HuveShield™ NDK, an inactivated ND vaccine developed through Europe-India collaboration. This double-emulsion vaccine promises up to 40% reduction in disease losses, offering a paradigm shift in ND control.

Industry Challenges & The Way Forward - Mr. O. P. Singh

Mr. O. P. Singh, MD of Huvepharma SEA, highlighted the ₹8,000 crore loss in poultry over the past year and stressed the need for greater R&D investment (currently <1% industrywide). Huvepharma® has committed 2% of revenue to R&D, setting a benchmark for innovation in poultry health.





















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Event Takeaways & Future Vision

The seminars concluded with a strong call to action:

- Adopt advanced vaccination strategies (e.g., HuveShield™ NDK for ND, Tylvalovet™ for Mycoplasma).
- · Enhance biosecurity, surveillance, and cold-chain management.
- Advocate for policy reforms, including agricultural status for poultry.
- · Collaborate for sustainable growth in India's poultry sector.

A Heartfelt Thank You:

A heartfelt thank you to all our valued participants—customers and partners—for making these seminars a grand success. Your enthusiasm and feedback inspire us to keep innovating. Stay tuned for more updates as we continue to support the poultry industry with cutting-edge solutions.

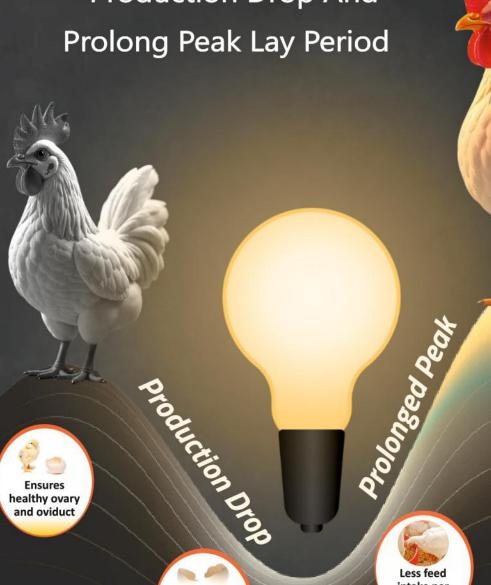
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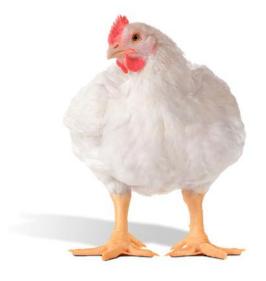
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Body weight at 64 weeks	4080 - 4140 g				
HE/HH at 64 weeks	180.1				
Chicks/HH at 64 weeks	150.3				
Feed Consumption, incl. males	0-64 weeks	20-64 weeks			
Per hatching egg produced	327 g	286 g			
Per chick produced	382 g	334 g			



BROILER PERFORMANCE					
AGE	LIVEWEIGHT	FCR			
28 days	1647 g	1.27			
35 days	2330 g	1.41			
42 days	3028 g	1.54			
49 days	3704 g	1.67			
56 days	4324 g	1.80			

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