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From the Editor's Desk

Tech Wings and Green Feathers: A Look into Poultry's 2024 Landscape



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The poultry industry stands at the cusp of a transformative year in 2024, marked by a convergence of challenges and opportunities that promise to shape its trajectory. As we peer into the crystal ball of this sector, several key trends and factors come to the forefront, heralding a nuanced outlook for the year ahead.

Sustainability continues to reign as a central theme. Consumer demands for ethically sourced and sustainably produced poultry products have catalyzed a shift toward more eco-conscious practices within the industry. Expectations for reduced carbon footprints, ethical animal treatment, and environmentally friendly production methods are driving innovation. Companies investing in renewable energy, efficient waste management, and eco-friendly packaging are likely to gain favor among increasingly conscientious consumers.

Technology emerges as a driving force in revolutionizing poultry farming. Advancements in automation, data analytics, and artificial intelligence are poised to streamline operations, enhance efficiency, and improve yield. Smart farming techniques, including IoT-enabled monitoring systems and predictive analytics for disease detection, are becoming integral for optimizing production while ensuring animal welfare.

Health considerations take center stage, not just in terms of poultry health but also in consumer health preferences. The rising demand for antibiotic-free poultry products reflects a broader societal shift towards healthier eating habits. Consequently, the industry is compelled to explore alternatives, such as probiotics, vaccines, and natural remedies, to maintain bird health without relying on antibiotics.

Global market dynamics and trade relations wield a substantial influence. Factors like geopolitical tensions, trade policies, and disease outbreaks continue to impact supply chains and market prices. Strategies that focus on diversification of markets and resilient supply chains will be crucial for mitigating risks associated with geopolitical uncertainties.

Furthermore, the rise of alternative proteins poses both a challenge and an opportunity. The growing popularity of plant-based and lab-grown meat alternatives has spurred competition. However, the poultry industry can leverage this trend by innovating in product development, diversifying offerings, and emphasizing the nutritional value and taste of traditional poultry products.

Socioeconomic factors, including labor shortages and fluctuating feed prices, add complexity to the industry's landscape. Labor scarcity necessitates investments in automation and training to optimize workforce efficiency. Moreover, volatility in feed prices prompts the exploration of sustainable and cost-effective feed sources, driving research into alternative feed ingredients.

In summary, 2024 presents a panorama of opportunities for the poultry industry, intertwined with challenges that demand strategic foresight and adaptation. Embracing sustainability, leveraging technology, prioritizing health and wellness, navigating global market shifts, and addressing socioeconomic factors will define success in the year ahead. Forward-thinking entities that embrace innovation and agility while aligning with evolving consumer preferences are poised to thrive in this dynamic landscape.

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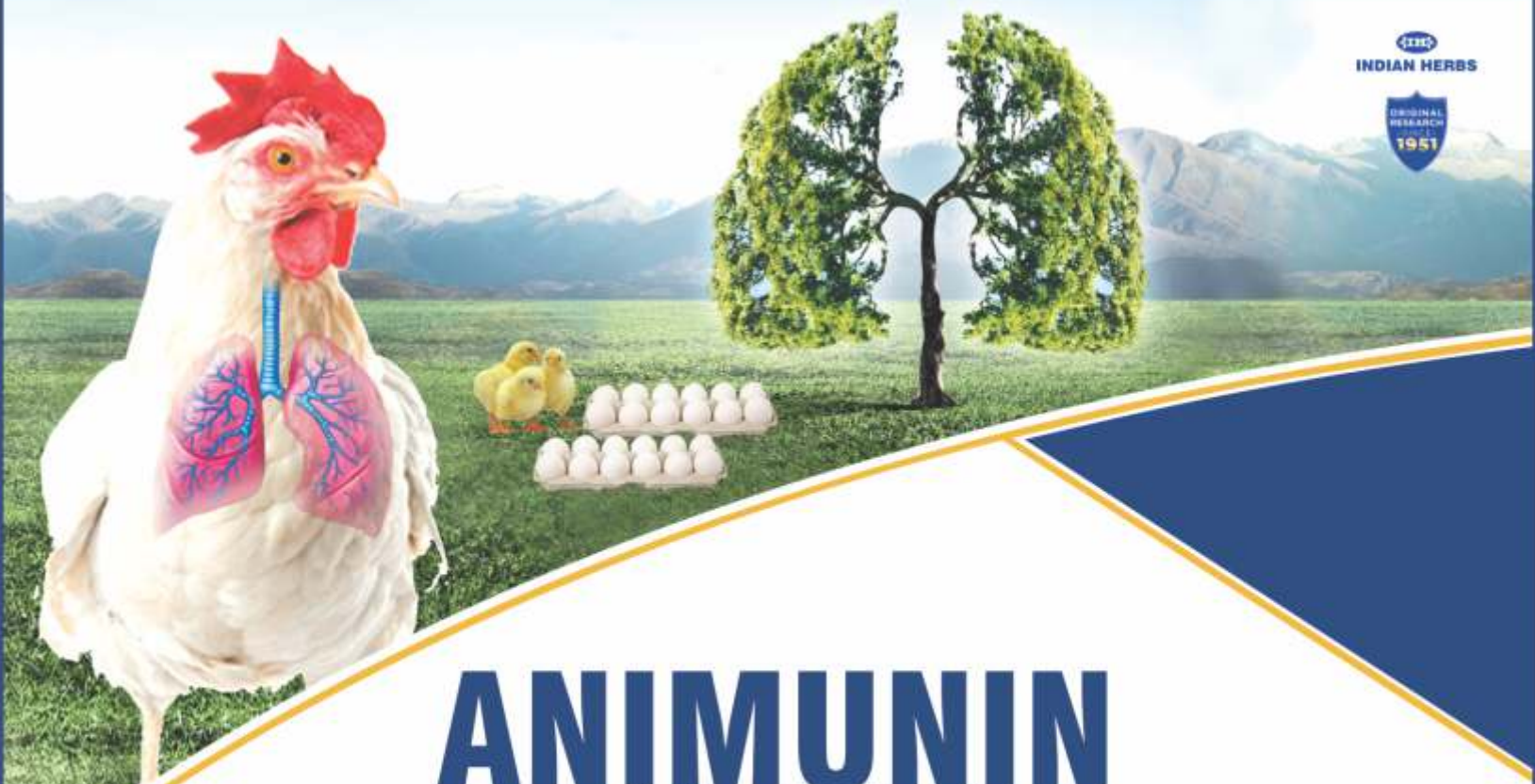
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5-6 Weeks	21-72 Weeks	40 ml

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Outlook of The Indian Poultry Industry



Jai Prakash¹ and B.L. Saini²

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²Assistant professor, department of Animal genetics and breeding, SCOVAS, Jhajjar, Haryana

Introduction

Poultry production in India has taken a quantum leap in the last four decades, emerging from conventional farming practices to commercial production system with state-of-the-art technological interventions. Poultry production at present is the fastest growing sub-sector in Indian agriculture with a quantum jump in both poultry production and productivity. In spite of very fast growth attained by corporate poultry, rural poultry rearing of native chicken has not achieved significant position in

poultry production. The poultry sector in India has made outstanding contribution to National Economy and Food Security System by keeping protein hunger at bay. Egg is a wholesome, nutritious food with high nutrient density because, in proportion to their calorie count, they provide 12% of the daily value for protein and a wide variety of other nutrients like vitamins, essential amino acids and minerals such as vitamin A, B6, B12, folate, iron, phosphorus, Selenium, Choline and zinc etc. along with various other

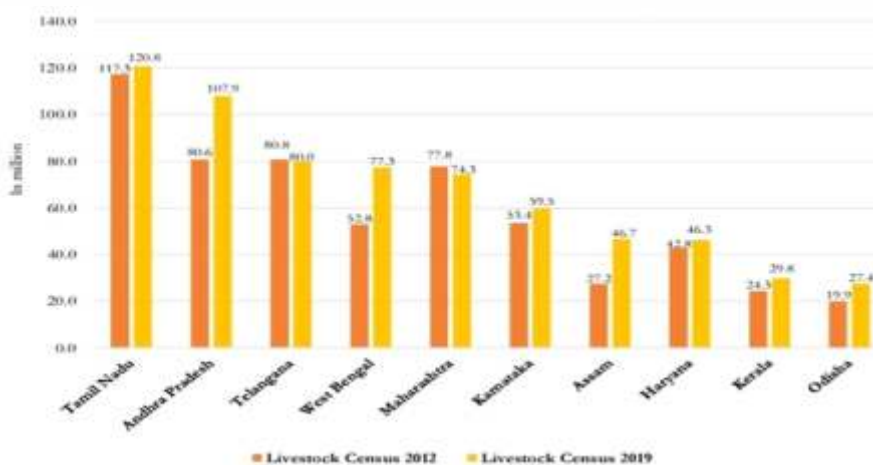


Fig.1. Poultry population in major states (2012 & 2019)

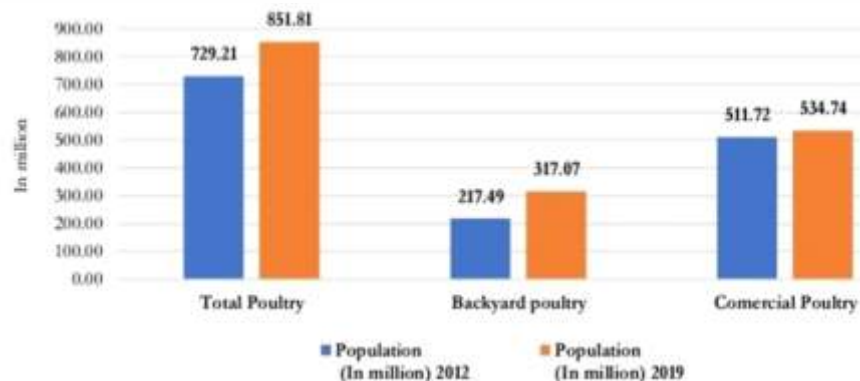


Fig.2. Poultry population of country (Backyard and Commercial in 2012 & 2019)

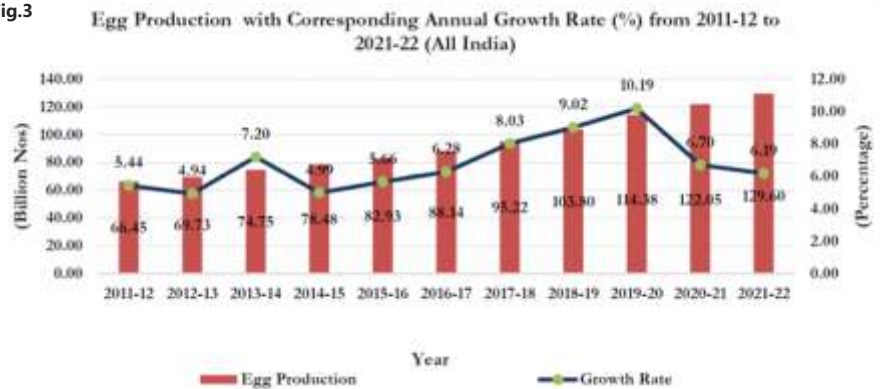
important ingredients so crucial for growth and good health. Protein in the nutrition is one of the most important health indices that affect children's growth and development.

More than 80 percent of India's poultry output is produced by organized commercial farms. Major poultry companies have vertically integrated operations which comprise approximately 60-70 percent of the total chicken production. This is the major component in changing production and marketing scenario of poultry and poultry products. The size of the poultry farms varies significantly from small farms with just 200 birds to large farms of more than 50,000 birds. Most of the poultry farms are simple open sheds while only a few large poultry integrators have controlled-environment housing with automatic feeding and drinking systems. High capital costs and unreliable power supplies restrict large scale adoption of the controlled environment poultry barn model in India.

Poultry population growth - The total poultry has increased by 16.81% and the total poultry population is 851.81 million during 2019. Over 45.78% increase in backyard poultry and total backyard poultry is 317.07 million in 2019 and the commercial poultry has increased by 4.5% and the total commercial poultry is 534.74 million.

Egg Production growth - Currently, the total Poultry population in our country is 851.81 million (as per 20th Livestock Census) and egg production is around 129.60 billion during 2021-22. The per capita availability during 2021-22 is around 95 eggs per annum. The Egg production has shown positive growth as 6.19% during 2021-22. Egg production

Fig.3



and the corresponding annual growth rate (%) per year of the country from 2011-12 to 2021-22 is shown in the graph given below:

Broiler meat production & consumption pattern

Broiler production is mainly concentrated in the states of Tamil Nadu, Andhra Pradesh, Maharashtra, Uttar Pradesh, and Telangana. The broilers in India are usually reared for 35-40 days to a market weight of 1.8 to 2.2 kg. Supply-demand situations generate significant seasonal fluctuation in broiler prices: prices may rise in summer due to reduced production but decline during certain Hindu festivals. The major industry players attempt to support prices by reducing chick placements when demand falls. Birds' placement depends on feed prices, status of disease outbreaks, financial status of farmers and the profitability related to the prevailing demand and price of final product in the market. Feed price constitutes around

Poultry Industry Challenges & Risk in India

There are many challenges like –

- Transportation of organic matter
- Inefficient waste management
- Way of disease diagnosis
- Cold chain maintenance
- Proper marketing channel
- Lack of availability of trained

manpower

- Land scarcity
- Animal Welfare Organizations related issues like to ban cage rearing

The poultry industry is faced with social unacceptance in some regions of India and also the environmental problems, such as handling and disposal of large amounts of litter. Despite the increasing disposable income of Indians, the higher price of processed poultry meat acts as a deterrent to increased adoption in some cases. All these given reasons may affect the further growth of the poultry sector.

Prospects of poultry industry in India

In coming years, poultry production and consumption in India is predicted to grow due to various factors such as a shift in food habits, urbanization, increasing awareness of balanced nutrition etc. The broiler meat consumption pattern shows that around 62 percent of meat is consumed in major 10 cities and rest of the consumption comes from other cities with a smaller percentage from villages. Government policy to increase productivity of crop-based feeding ingredients like maize is also required as the poultry industry grows at 6-8% per annum. There needs to be a guideline towards sanitisation & hygiene for clean egg production.



Non Conventional Feed Resources: Present and Future Requirement and Availability of Feed for Poultry



Mamta Laxmi

The non-conventional feed resources (NCFR) refer to all those feeds that have not been traditionally used in animal feeding and or are not normally used in commercially produced rations for livestock. Examples of NCFRs are like sugarcane factory byproducts (sugarcane tops, molasses), starch industry waste (maize gluten, maize oil meal), fruit and vegetables

byproducts (mango peel & kernels and citrus peel and potato processing waste), marine waste (fish meal, frog meal, seaweed meal), agro industrial byproducts (vegetables and fruit residues, distiller grains , single cell protein),slaughter house byproducts (blood meal, meat meal, rumen content), poultry industry byproducts (feather meal).



Present availability and future requirement of feed for poultry

S.no	Present	Future
1.	India produces 19 Mmt of compounded poultry feed per year of which 10.24 Mmt and 5.62 Mmt is utilized to produce 3.2 Mmt [64 billion] eggs and 5.62 Mmt of poultry meat, respectively. 3.14 Mmt is stored as grandparent stock.	80 Mmt poultry feed will be required to produce 9 Mmt [180billion] eggs and about 18 Mmt poultry meat by 2050.

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Current status of poultry

Poultry is one of the fastest growing segments of the agricultural sector in India today. The total poultry population in the country is 851.81 million in 2019. The total poultry population in the country has increased by 16.8% over the previous census (DAHD, 2019). Presently, India ranks third for egg production and fifth for meat production in the world. The present growth rate of layer and broiler industry is about 6-7% and 8-10%, respectively while the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum. At this rate, the availability of egg and meat per

head per annum will reach up to 110 eggs and 8.4 kg by 2050 [DPR].

Need of Non-conventional feed resources:

There are serious shortages in animal feeds of the conventional type. Non-conventional feeds could partly fill the gap in the feed supply. Decrease competition for food between humans and animals, reduce feed cost, and contribute to self sufficiency in nutrients from locally available feed sources. It is therefore imperative to examine for cheaper non-conventional feed resources that can improve intake and digestibility of low quality forages.

Conclusion

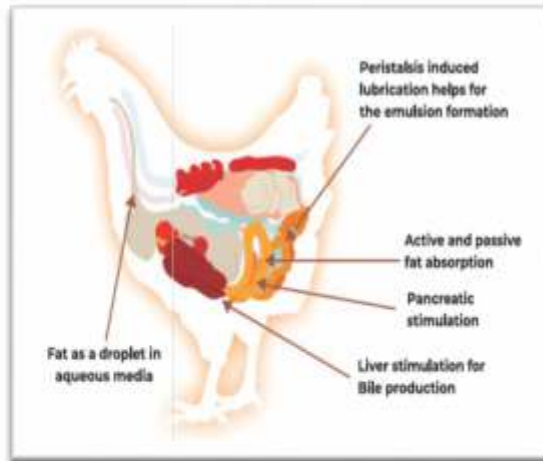
- Over the past two decades, feed conversion rates for poultry have improved by about 40% due to improved productivity and efficient feeding strategies. However, still only 25-35% of the nutrients consumed by poultry are utilized.
- Difference between future demand of feed and current availability is 61 mmt for Poultry.
- To fill the gap between demand and supply it became necessary to use non conventional feed resources in Poultry diet.

Non conventional feed source used for poultry:

S.no	Source	Nutritive value	Inclusion level			Anti nutritional factor/limitation to use
			Chick	Broiler	Layer	
1.	Deoiled mango seed kernel meal	6% CP & TDN 55%	3	3	5	Tannins
2.	Tapioca tuber meal	high in starch with low fibre and protein	10	10	20	Glucoside, linamarin
3.	Guar meal		3	3	5	residual gum , trypsin inhibitor,hydrogen cyanide ,haemagglutinins
4	Fish meal	CP 40-60%	10	10	5	Poor protein quality due to overheating, contamination with pathogenic bacteria
5	Silkworm pupae meal	CP 50-65%	2	2	3	Rancidity in high oil meals& contamination with pathogenic bacteria
6	Seasame meal	CP 36-40 %	10	10	20	High levels of oxalic acid [0.4%] and phytic acid 5%.
7	Rapeseed meal	good source of cp, energy, Low in lysine, rich in methionine as compare To SBM.	3-10	5-10	8	Glucosinolates, tannins,erucic acid, phytic acid

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Disease Preventive Measures in Poultry House



Rimee Dhakad¹, Priyanka Maurya² and Sadhana Tiwari¹

¹PhD. Scholar, ICAR-NDRI, Karnal-132001, Haryana

²Teaching Associate, COVS & A.H., Rewa, NDVSU, Jbp (MP)

Poultry disease prevention and management:-

Routine preventative measures form the next line of defence against disease, after providing a clean and hygienic environment through good poultry farming practices. Preventative measures include:

- Vaccination
- Parasite control
- Identifying and treating sick birds
- Separating multi-age flocks
- Practising routine biosecurity procedures between flocks and staff working with them.

Vaccination:-

Vaccination can prevent many poultry diseases. Follow a suitable vaccination program or only buy appropriately vaccinated stock. You can request vaccination certificates from your supplier when purchasing chicks or pullets.

Poultry vaccinations include:

- Avian encephalomyelitis
- Chicken anaemia
- Egg drop syndrome 76 (EDS 76)
- Fowl cholera
- Fowl pox
- Infectious bronchitis
- Infectious bursal disease

- Infectious coryza
- Infectious laryngotracheitis
- Marek's disease
- Newcastle disease.

For breeders of poultry, when vaccinating:

- Always follow the instructions on the label, including storage conditions
- Use disposable syringes and needles
- Discard all unused vaccines, syringes and needles in a proper manner
- Be clean, but never use detergents or disinfectants near vaccination equipment. Do not disinfect skin before vaccinating with fowl pox or Marek's HVT vaccine, as this will kill the vaccine virus.

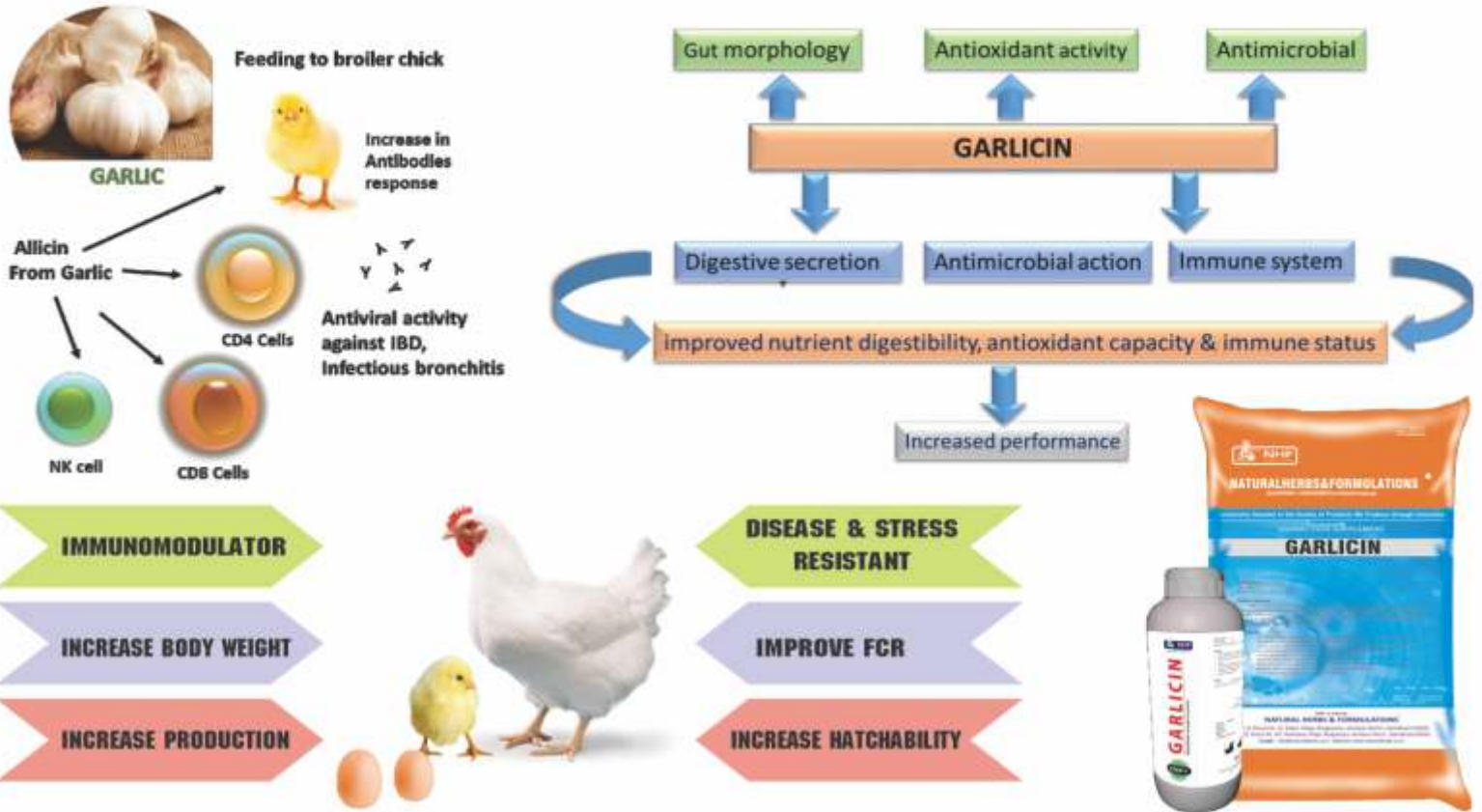
Check with your vaccine supplier or veterinarian for vaccine availability. Poultry Hub has more information about vaccination types, procedures and handling.

Parasite control:-

Birds that are housed on the floor and have access to pastures and outdoor areas will have greater exposure to internal and external parasites. For birds housed in these conditions, it is important to have a prevention program in place and treat as required. This helps to minimise physical stress and keep birds in

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good condition so they can resist disease. Control parasites by:

- Regularly inspecting birds for external parasites
- Spraying or dusting birds thoroughly with an approved insecticide if you can see lice or mites - spray the shed, perches and nests thoroughly, making sure the insecticide gets into crevices
- Cleaning sheds and rotating ranges to prevent worms
- Regularly checking faecal material for any sign of worms
- Always checking the label on worming treatments for withholding periods as some are not suitable for production birds
- Consulting a veterinarian.

Remove sick birds:-

Regularly observe your birds for any signs of ill health or problems within the flock such as feather pecking. Remove sick chickens and other poultry from the main flock and obtain a diagnosis from a qualified person. Sick birds usually appear different to healthy birds. You can give the correct treatment once you identify the disease or problem. Keep ill birds quarantined from the flock until completely recovered. If medication is given, it is important to adhere to any withholding periods.

Multi-age flocks:-

When introducing younger birds into a flock of older birds, there is an increased risk of disease transfer from the older birds to the younger birds. Older birds

often build resilience to diseases and disorders that younger birds have not been exposed to.

There may also be an increased risk of feather pecking and social issues when introducing new birds to a flock.

It is preferable from a disease perspective to run single-aged flocks. However if this is not possible and you are running multi-age flocks:

- Keep age groups separate - have an all-in and all-out system for each age group to allow for a complete clean and disinfection of facilities and equipment between batches
- Always start work with younger poultry and finish with the oldest.



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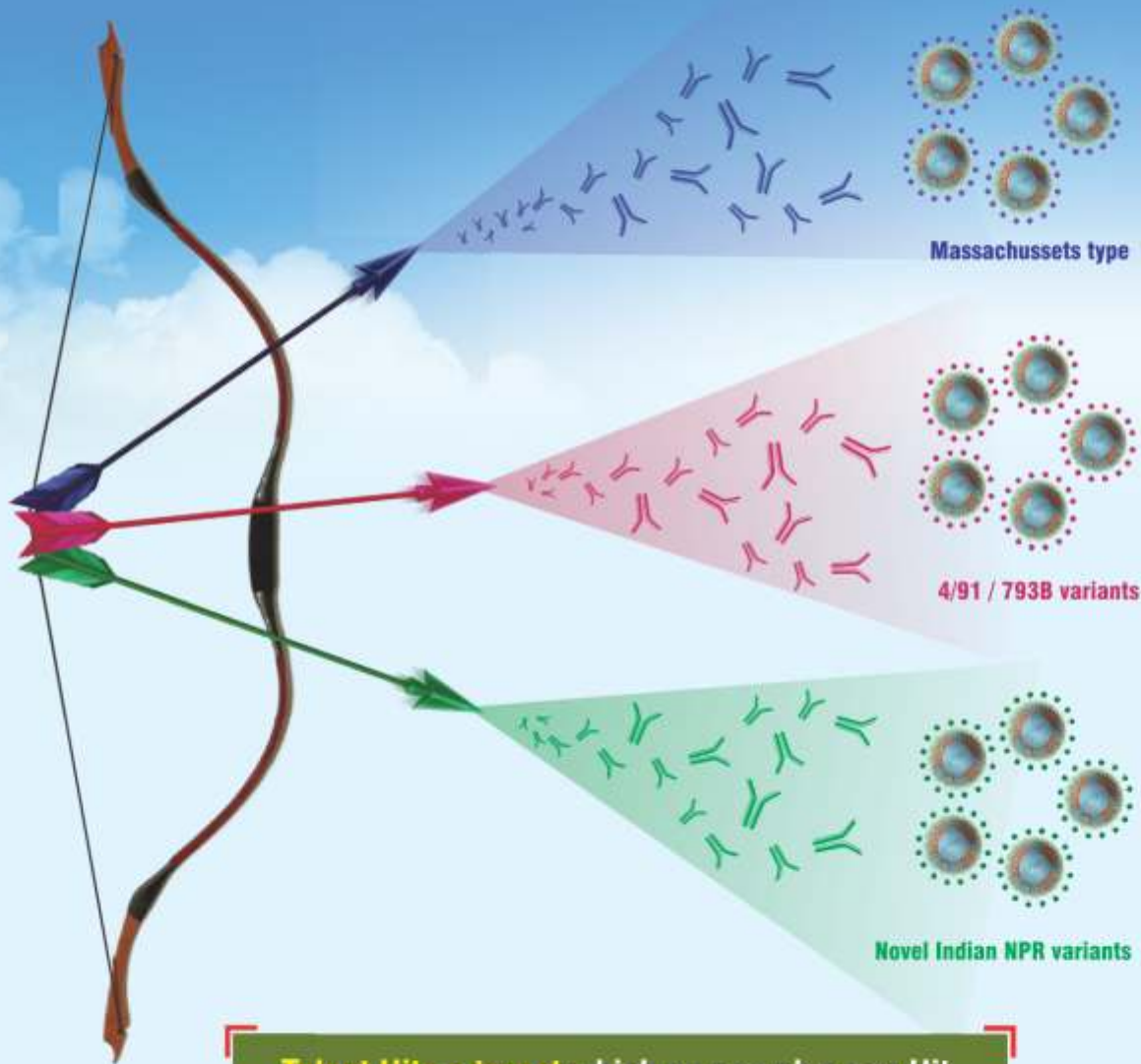
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Venkateshwara B V Bio-Corp Private Limited organised Technical seminar on “BV 300 Nutrition and Management”.



Mr Deepak Khosla (GM - Marketing) sharing his thoughts regarding current Commercial Layer Industry scenario



VENKATESHWARA BV BIO-CORP PVT LTD organized Technical seminar for commercial Layer Farmers on **Monday** 06th November, 2023 at Hotel Lake Vinora, Ajmer, Rajasthan. This technical seminar was attended by layer farmers of Ajmer and surrounding area. Mr Shashi Bhushan, Zonal Manager, Venkateshwara B V Bio-Corp Pvt. Ltd. welcomed all attendees.

Mr Deepak Khosla (GM - Marketing) shared his thoughts regarding current Commercial Layer Industry scenario.

The speaker for this seminar, Dr Sunil Nadgauda explained in detail about the “**BV 300 commercial Layers Nutrition and Management**” in all aspects. During discussion he advised to be

watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- BV 300 performance review.
- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Early Laying Nutrition to maximize peak production and to maintain the consistency.
- Benefits of Phase feeding – to reduce the overall egg production cost and to optimize the efficiency.
- Alternative sources of Protein & Energy and precautions to be taken



The Technical Seminar was inaugurated by lighting the lamp by the speaker Dr Sunil Nadgauda (DGM-Technical)

while using the alternative feed ingredients.

- Maintaining the egg shell quality during extended laying periods.
- Innovative premix solutions for simplify the feed manufacturing process and also to avoid errors during feed production. Mixiblend is the new innovative and simple solution which provides Vitamins, Trace minerals, Enzymes, Toxin Binder, Liver tonic in required proportion to boost the productivity.

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

The Technical Seminar was attended by around 140 Layer farmers surrounding the Ajmer area.

Mr Shashi Bhushan, Zonal Manager proposed vote of thanks to all. The local Venworld Team organised this technical seminar.

Layer farmers attending the Technical Seminar



UT GlysoMin **GOLD**



Better Availability Better Performance With Glycinated Trace Minerals



25 Kg Bag

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Maharashtra – Swapnil Bailal -/ +919689948713, Telangana/ Andhra Pradesh
Orissa – Mr. Shankar Reddy -/ +918008802148

Collaboration with :



NOVUS Shares Innovation Supporting the Poultry Industry at IPPE



NOVUS poultry experts are sharing the latest research in trace minerals, footpad health, and carcass quality at the International Production and Processing Expo (IPPE), January 30-February 1, 2024, in Atlanta, Georgia.

The NOVUS experts will present four abstracts as part of the International Poultry Scientific Forum (IPSF), which is held in conjunction with IPPE. The poster and oral presentations take place January 29-30, 2024, at the Georgia World Congress Center.

"IPSF is the premiere event to learn the latest research on environmental management, nutrition, physiology, pathology, and disease," says Gonzalo Prat, NOVUS senior director and managing director for the Americas. "We are honored to participate in the forum to share how intelligent nutrition is supporting bird health and producer goals."

The NOVUS abstracts are:

- Effect of Chelated Trace Minerals in Laying Hens during a Second Production Period after Molting – oral presentation by Hugo Romero, Ph.D., global poultry technology executive manager
- Feeding Methionine Hydroxy Analogue Chelated Trace Minerals Reduces Mineral Excretion to the Environment in Broiler Chickens – oral presentation by Frances Yan, Ph.D., global poultry research senior manager

- Supplementation of Cu Methionine Hydroxy Analogue Chelate Maintains Chickens' Performance and Reduces Mineral Excretion and Footpad Dermatitis – oral presentation by Kelen Zavarize, Ph.D., technical services manager for Latin America North
- Evaluation of Zn, Cu and Mn Methionine Hydroxy Analogue Chelate associated with Benzoic Acid and Essential Oils on Performance, Incidence of Footpad Lesions and Carcass Quality in Broilers– poster presentation by Kelen Zavarize, Ph.D., technical services manager for Latin America North

Dr. Zavarize said the abstracts from NOVUS showcase the importance of highly bioavailable trace minerals in poultry production.

"The poultry industry recognizes that trace minerals support health and performance but not all minerals are the same," she says. "Research like this showcases the difference mineral source can make, both on its own and in combination with other products."

One of Dr. Zavarize's abstracts looks at the results of feeding broilers zinc, copper and manganese as MINTREX® Bis-Chelated Trace Minerals in combination with benzoic acid source AVIMATRIX® Feed Solution and NEXT ENHANCE®

150 Feed Solution, a microencapsulated source of thymol and carvacrol.

"The results showed this combination improved overall performance, and footpad and tissue health in field conditions, thereby producing more high-quality broilers for our customers," she says.

Registration is required to attend IPSF. For the event program and to register, visit www.ippexpo.org/education-programs/IPSF

Those unable to attend IPSF can speak with the NOVUS poultry experts at the NOVUS booth at IPPE located in Hall A, Booth 1833 from 10:00 a.m. to 5:00 p.m. EST on January 30, 9:00 a.m. to 5:00 p.m. on January 31 and 9:00 a.m. to 3:00 p.m. on February 1.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, as well as a network of experts around the world to provide guidance on management best practices. For more information on how NOVUS is supporting poultry producers around the world, visit novusint.com.

CONTACT: **Elizabeth A. Davis**
Elizabeth.Davis@novusint.com

We took an already great product and made it even better.

eXolution is now Xcelsio.

Our relentless effort to make the world a safer and healthier place has led us to create Xcelsio. After years of cutting-edge research in Korea, we have come up with an advanced formulation to make Xcelsio more potent than before.

Xcelsio comes with a more concentrated cocktail of bacteriophage and is fortified with more Bacillus subtilis. This new and improved formulation, created specifically for use in

poultry, is simply unmatched in controlling pathogenic bacteria—giving you Total Gut Control.

Each of our bacteriophages is painstakingly selected using our proprietary Bacterophage F technology to target and eliminate specific bacteria; leaving other beneficial bacteria completely unharmed. This natural surgical strike on disease-causing bacteria is the safest, non-toxic, and most effective prophylactic alternative to antibiotic growth promoters.

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BENEFITS TO THE FLOCK

Natural:
No Toxins, No Residues, No Side-effects, No Withdrawal Time.

Surgical:
Targets and eliminates specific bacteria, even those resistant to antibiotics

Protective:
Maintains gut bio-balance by retaining beneficial bacteria

Probiotic:
Enriched with Bacillus Subtilis.

Flexible:
Compatible with all Performance Enhancers, Growth Promoters, Acidifiers, Anti-Oxidants, Minerals & Enzymes

BACTERIA IT CONTROLS

Salmonella
Typhimurium Gallinarum Choleraesuis, Derby, Dublin, Enteritidis, Pullorum

E. Coli
F4 (K88), F5 (K99), F6 (987P), F18, F41

Clostridium Perfringens
Type A, C, B, D, E

Staphylococcus Aureus

FOR USE IN
BROILERS, LAYERS
& BREEDERS

This was Poultry India 2023, Hyderabad

Poultry India 2023 was a great success for Nutrex, and we couldn't be more proud of our team. It was an amazing few days, and we want to extend a huge thank you to everyone who stopped by our booth to learn more about our company & range of solutions.



Nutrex's Key Highlights at Poultry India 2023

- Showcased innovative products: Nutrex showcased its innovative range of feed additives that are designed to improve animal health, performance, and well-being. Including its new range of gut health solutions, such as EndoBan, PhytoStar, Free-Tox and Nutrase BXP. These products are designed to help producers maintain healthy gut flora in their animals, which is essential for optimal nutrient absorption and immune function.
- Intensive networking : we had the opportunity to meet with customers and partners from all over South Asia at the event, allowing us to discuss our latest products, and to learn more about our customer's needs.

Nutrex's Commitment to the Poultry Industry

Nutrex is committed to providing the poultry industry with the highest quality feed additives. We are constantly innovating to develop new products that can help poultry producers improve the health, performance, and well-being of their poultry.

Contact us for more information

Mr Kurt Van de Mierop

(Managing Director)

Mr Geert Van de Mierop

(Managing Director)

Dr. Amit Kumar Patra

(Technical Sales Manager-SOUTH ASIA)

Amit.Patra@nutrex.eu

Nutrex's Impact on the Poultry Industry

Nutrex's products have a significant impact on the poultry industry. Our feed additives are meticulously formulated to optimize nutrient absorption and utilization, promoting healthier, more productive poultry. This translates into improved meat and egg quality, reduced feed consumption, and a diminished environmental footprint.

Conclusion

Our team of experts provides technical support and guidance to farmers and feed producers worldwide, ensuring that they have the knowledge and resources necessary to optimize animal health, performance, and profitability.

Overall, Nutrex's participation at Poultry India 2023 was a success. Nutrex was able to showcase its innovative products, meet with customers and partners, and reaffirm its commitment to the poultry industry.

Nutrex

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<https://www.linkedin.com/company/nutrex>





Largest Manufacturing Facilities with its Innovative R and D Products - introduced by International Health Care Ltd (PVS Group India) in “Poultry India Expo 2023” at Hyderabad

It's great to brief about the successful participation of International Health Care Ltd (PVS Group India) in the "Poultry India Expo 2023" at Hyderabad. The introduction of innovative R&D products and the focus on research and development activities certified by the DSIR highlight the company's commitment to advancing the poultry industry.

The featured product METABO, developed with advanced symbiotic-molecule technology, seems to have garnered significant attention due to its multifaceted benefits as an FCR improver, disease preventer, performance enhancer, and high-profit gainer in broilers, layers, and breeders. The positive response from visitors across various regions of the

country indicates the potential impact of this product in the poultry sector.

Additionally, the introduction of other feed additives like PROTOX Special, EGGRON, and GAINBRO further demonstrates the company's dedication to providing a comprehensive range of high-quality products to meet the diverse needs of poultry farmers, feed millers, and distributors.

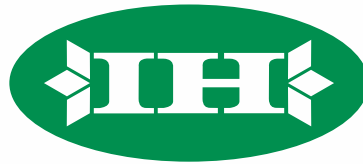
PVS Group's extensive experience of more than 30 years, coupled with its large production capacities and global export presence, positions it as a significant player in the animal and aqua health care product manufacturing and exporting industry.

The key poultry team's effective

communication and information sharing within the industry have contributed to the success of the event, fostering positive connections with poultry farmers and industry professionals. Dr. PVS (CMD) Mr. Arun Pamulapati (Director) and Dr Ajit Jadhav (General Manager) along with key poultry team - Mr. Raheem, Mr. Yoganandam, Mr. R. Palanisamy, Mr. Kartik, Mr. Prahlad Reddy, Mr. Sriram, Mr. K.K.V Babu and Dr. Rajesh (R & D) made this event very successful.

Overall, the company's participation in the "Poultry India Expo 2023" appears to have been a fruitful endeavour, showcasing its commitment to innovation, quality, and excellence in the field of animal and aqua health care products.





"Sustainable Phytogetic Solutions Take the Spotlight: 'INDIAN HERBS' at Poultry India Expo, November 22-24, 2023 at Hitex, Hyderabad, India"

INDIAN HERBS, pioneer and global market leader in Herbal Animal Health Care Products Industry since 1951, made an impressive mark at the prestigious POULTRY INDIA 2023 held at the Hitex Exhibition Complex, Hyderabad, India, from 22 to 24 November, 2023.

The event witnessed an overwhelming turnout of esteemed business partners, customers, consultants, and poultry nutritionists at the **INDIAN HERBS** stall, creating an aura of colossal success and magnificence. With an unwavering commitment to innovation, **INDIAN HERBS** showcased its extensive array of innovative phytogetic feed supplements and healthcare products. Upholding a holistic approach amalgamating 'Traditional Glory and Modern Science', the company has continuously spearheaded discoveries in phyto-genics, revolutionizing 'Herbalism' into a dynamic, scientifically validated, and evidence-based science. **INDIAN HERBS** offers unique phytogetic alternatives that boast superior efficacy at a lower cost, devoid of side effects and residual toxicity across

diverse animal species including poultry, ruminants, equine, swine, pets, aquatic and others, spanning over seven decades.

During this event, we have proudly presented phytogetic product range and innovations. Our latest offering, **BioEmulsin DS**, an innovative natural nutritional emulsifier and **PhytoVita** –the vitagene regulator, developed from extensive research, has garnered an exceptional response. During this event, we our product ranges including natural alternatives in segments such as natural alternates to **vitamins, herbal respiratory supplements, antistressor and immunopotentiators, liver tonic and metabolic stimulants, natural growth promoters, liver tonic, gut enhancers and adaptogens** for different species.

Our recent strides involve assessing products using advanced techniques, exploring not only their safety and efficacy but also understanding their mechanisms through cutting-edge molecular sequencing technology. Collaborating with top-tier institutes in over 30 countries, we have intensified

our efforts to enhance and comprehend our products better. The uniqueness of **INDIAN HERBS'** phytogetic solutions lies in the advantageous combination of multiple plant-derived bio-actives and phyto-compounds, exerting synergistic effects that optimize animals genetic potential, bolster growth, immunity, and disease control. Leveraging advanced scientific techniques, the safety, efficacy and mechanism of action of these products have been successfully deciphered. With a portfolio comprising over 230 products catering to poultry, cattle, swine, equine, aqua, and companion animals, **INDIAN HERBS** maintains stringent adherence to quality norms and regulatory compliances. The company's core competence lies in its robust research and development initiatives, coupled with state-of-the-art R&D and QC laboratories equipped with cutting-edge scientific instruments ensuring product quality and consistency.

INDIAN HERBS' products have garnered acclaim and trust from leading institutions globally, being exported to over 50

countries across Asia, Europe, Latin America, and Africa. The company's commitment to quality and innovation is underscored by its certification from the Export Inspection Council of India, Ministry of Commerce and Industry, making it the first Herbal Company to achieve such recognition.

INDIAN HERBS' R&D Centre, approved by the Ministry of Science and Technology, Govt. of India since 1986, boasts modern facilities for standardization and quality

control of herbal products.

The **INDIAN HERBS** stall drew a significant audience, including feed millers, integrators, large farmers, consultants, nutritionists, and distributors, where queries were expertly addressed by the technical team. Reinforcing its vision of sustainability and global well-being, **INDIAN HERBS** is dedicated to supporting the animal healthcare industry and esteemed customers. The company strives to deliver antibiotic-free, residue and

resistance-free, environmentally friendly, and cost-effective phytogenic solutions, ensuring feed-to-food safety. Expressing gratitude to customers, patrons, scientists, and well-wishers for their unwavering support, cooperation, and guidance, **INDIAN HERBS** looks forward to exploring new business horizons and continuing to receive their invaluable cooperation in the future. For media inquiries, please contact: ihspl@indianherbs.org



CEAH Organises a Special Programme for Nabard Officers Across India



Dr. Mahesh PS speaking

Centre of Excellence for Animal Husbandry, Hessarghatta, Bengaluru – CEAH Academy organized special training programme “**Financing of Animal Husbandry Production & Processing Activities**” for NABARD officers representing across India from **26th to 28th December, 2023**. The officers were deputed through NABARD - National Banking Staff College (NBSC), Lucknow. Dr. Sudharsan, DGM, NABARD-NBSC Lucknow and Dr. Esakkimuthu, DGM, NBSC Lucknow coordinated in deputing 26 officers from Asst. Manager, Manager and upto AGM grades.

The inaugural function of the programme was graced by **Mrs. Brindha, General Manager, NABARD Karnataka Range, Prof. K.C. Veeranna, Vice Chancellor, KVAFSU, Karnataka and Dr. Vasappa, DGM and Head, Union Bank Knowledge Centre, Bengaluru**. They all appreciated the joint venture of NABARD and CEAH

in exploring entrepreneurship opportunities in Animal Husbandry Sector with various business models in Dairy, Poultry, Sheep & Goat, Piggery etc.

The three day sessions involved a packed schedule from morning 9.30 am to 7.00 pm comprising technical sessions, sandwiched with visits followed by experiential sharing in various sectors. Their accommodation was organized at “Our Native Village Resort” Hessarghatta.

On day one, **26th December, 2023, Dr. Mahesh P.S., Joint Commissioner & Director, CEAH** briefed about overall status of Indian Animal Husbandry Sector contributing about 15 lakh crores to the national GDP. Dairy Sector contributes 10 lakh crores with about 10 crore people being employed, Poultry contributes about 2 lakh crores followed by Small Ruminants and other sectors contributing 3 lakh crores. He further narrated various entrepreneurship opportunities in

Animal Husbandry Sector.

Both faculty of NBSC, **Dr. Sudharsan, DGM, NABARD-NBSC Lucknow and Dr. Esakkimuthu, DGM, NBSC Lucknow** presented topics from Techno-economic aspects of Animal Husbandry Projects and financing of Animal Husbandry Activities – Role of NABARD.

Prof. Vivek M. Patil, Associate Professor, KVAFSU gave a business prospective of various models in Animal Husbandry sector. **Dr. Narahari, Project Consultant** explained in detail about opportunities in poultry processing sector with ideal project financials for 1000 birds per hour processing plant. This was followed by visit to Milk Cooperative Society hessarghatta, coordinated by **Dr. H. Teggi and Dr. Balraj**. During this visit the NABARD officers were exposed to operations of milk collection, bulk milk cooler and other supply chain management of Dairy Cooperatives in Karnataka.

On day two, **27th December, 2023,**



Fuelled by *Bacillus siamensis* ZMT02, the novel probiotic strain isolated from chicken GIT

22 Field Trials*

1,08,236 broiler chickens

Safe | Performance booster | Anti-infective | Anti-inflammatory

40 - 70 points*

Improvement in cFCR

Upto 70 g

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

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



Inaugural function

the NABARD officers were taken a field visit at 7.00 am to Desi cow unit established by a Chartered Accountant with 550 Desi Cows in one acre area at Kakolu near Hessarghatta. NABARD officers appreciated the great skill and enthusiasm of the entrepreneur for converting it into a very good business model in desi dairy sector.

The technical sessions started at 9.30 am with every session being punctually restricted for 30 to 40 minutes. The first session was from **Mr. Ashok Kumar, MD, MAA integrators** sharing of experience of his venture into various sectors of Agriculture and allied agriculture fields. He narrated his journey of borrowing and successfully repaying upto 150 crores financial assistance from banks. Presently he is actively involved in poultry entrepreneurship.

This session was followed by **Dr. Mahesh Kumar, Professor & Head, Dairy Engineering, KVAFSU**. He is a very illustrated entrepreneur by himself being an academican, made his department self-sustaining and earning 2 crore revenue per year. He narrated various "Atmanirbhar", "Made in India" models of Dairy Engineering for milk processing involving Ghee making, Khova making, Greek Yoghurt etc. Further he also briefed about largescale industrial dairy processing ventures up to 300 crores across India.

The third session was presented by **Dr. Dinesh Bhosale, Dairy Expert** from Pune and he emphasized the significance of clean milk production

in India and briefed the revolutionary success of cooperative system in Indian Dairy sector with the help of Dairy Man of India, Mr. Kurien. **Mr. Muralikrishna, Joint Director**, presented on Silicon City Piggery FPO with nearly 300 FPO members doing both production and trading of piglets and adult pigs across the country especially Northeastern states.

The next session was on raw material dynamics in livestock feed by **Mr. Jason John, Team Lead, United States Soya Export Council, USSEC India**, in his presentation he narrated the global dynamics and Indian Supply and demand dynamics of Soya and Maize in India. He cautioned that growing animal husbandry required equally matching sectoral growth in soya and maize both in productivity and scale.

Mr. Veerakempanna, successful sheep entrepreneur presented his experience in sharing of his illustrious journey for the past 45 years in sheep farming. Mr. Veerakempanna is nicknamed as "Encyclopedia in Sheep Farming" explained in detail how to

make sheep farming a sustainable venture with 6 months of complementing revenue from agriculture entrepreneurship together synergizing with sheep farming.

Dr. Lipi Saiariwal, Deputy Commissioner, DAHD, New Delhi presented on Government Sponsored Schemes in Animal Husbandry Production namely AHIDF and NLM followed with success stories in each categories, wherein lots of beneficiaries are benefited by 3 percent interest subvention under AHIDF and up to 25 to 50 lakhs subsidy under NLM. **Dr. Tapan Kumar Sahu, Deputy Commissioner, CEAH-AQCS** presented on the scenario of export/import of animal products from India. He narrated the present system of quarantine stations at New Delhi, Kolkata, Mumbai, Chennai, Hyderabad and Bengaluru in regulating import and export of livestock products as per the act of Govt. of India.

NABARD officers were taken for visit of all campuses of CEAH, Campus-1 (Poultry Units), Campus-2 (CFSPTI and CCBF), Campus-3 (AQCS) and Campus – 4(RFS) during the two days of training.

On the concluding day, ie., 28th December, 2023, the first session was by **Mr. Anil Kumar, COO** and **Mr. Madhu**, Marketing head of Stellapps (Dairy Digital organization funded by Melinda Gates Foundation). They presented their revolutionary digitization of entire value chain of Dairy around the ecosystem of



Inaugural address



Chief Guest Address

farmer, Cow, Milk Society, Retailing, Financials, branding, inputs etc. They are developing large scale predictive models by use of AI and ML in Dairy sector for better efficiency and profitability.

Mr. Harish Garware, CMD, Gartech, Pune presented a detailed overview of modernization and digitization of poultry sector not only in feeding and watering but emphasis is given for building structure with the new concepts like radiant energy usage with net zero energy consumption in poultry sheds. **Mr. Santosh**, entrepreneur from Bengaluru shared his experience of his venture of Honey bee farming and Sheep farming.

The next sessions by **Dr. Gopakumar, MD, DLG India** who presented on the sunrise sector "The Piggery Enterprise in India" with as high as 10 crore to 20 crore business opportunities per venture. This was followed by **Mr. Naveen, MD, Nandu's** and **Mr. Rajesh, MD, SR Daily Nutrition** presented on Startup ecosystem in poultry sector for retailing and branding.

The afternoon session began with a brief presentation by **Dr. R.M. Kummur, former CGM, NABARD** about great success stories of Microfinance in India in general and Microfinance in Animal Husbandry in particular. This was followed by a session on Vaccines and Diagnostics by **Dr. Azad Meer** from Hyderabad and **Dr. Samuel, MD, Bhadra Agencies** presented on Business opportunities in Animal Husbandry Medicines, Vaccines and Diagnostics. The last session on Animal

Husbandry database was presented by **Dr. H. Teggi, Joint commissioner, CEAH**.

The valedictory function concluded at 5.30 pm on 28th December, 2023. **Dr. Abdul Rahman, Executive Director of Common Wealth Veterinary Association (former President CWVA) the global body.** **Dr. H. Raghuraja, Director General, National Academy of RSETIS, Ministry of Rural Development, Govt.**

of India alongwith their National Director, Sri. Murugesan and National Controller of RSETIS, **Mr. Singh** represented in the valedictory. **Mr. Jeyachandran**, Regional Head, (South India), UNDP also graced the occasion. The VIP dignitaries distributed certificates to NABARD officers. NABARD officers expressed greater satisfaction and appreciated the efforts of CEAH team in making the programme a great success.

The VIP dignitaries from CWVA, RSETI and UNDP praised CEAH as an Institution in bringing such a fantastic programme with full package of modules around financing of Animal Husbandry business models. The event concluded with vote thanks by Dr. Esakkimuthu, DGM, NBSC, Lucknow and promised to engage long term with CEAH with various programmes in the future.



Certificates Distribution



Certificates Distribution 2



Certificates Distribution 3



Field visit



Field visit 2



Field visit 3



Field visit 4



NABARD Officers at the ONVResort



at ONVR



Visit to Dairy cooperative



Visit to Desi Cow farm



Inaugural Group Photo



Valedictory Group Photo



EGG

Daily and Monthly

Prices of November 2023

Name Of Zone / Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Average		
NECC SUGGESTED EGG PRICES																																	
Ahmedabad	565	565	565	565	565	565	565	565	570	570	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	575	572.00	
Ajmer	535	521	521	521	523	526	526	531	531	531	533	536	536	536	536	525	535	537	540	540	540	540	525	525	525	540	540	548	551	551	533.50		
Barwala	537	520	520	520	520	523	523	525	525	525	527	530	530	530	530	530	533	533	536	536	536	536	521	521	521	528	531	538	541	541	528.90		
Bengaluru (CC)	565	565	565	565	565	565	575	580	585	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	574.83	
Brahmapur (OD)	552	552	532	532	532	537	537	537	540	540	540	540	540	540	540	540	540	540	540	540	540	547	547	540	530	530	530	538	543	548	548	539.73	
Chennai (CC)	580	580	580	580	580	590	590	600	600	610	610	610	610	610	610	610	610	610	610	610	610	610	600	580	560	560	560	560	560	560	590.00		
Chittoor	573	573	573	573	573	583	583	593	593	603	603	603	603	603	603	603	603	603	603	603	603	603	593	573	553	553	553	553	553	553	553	583.00	
Delhi (CC)	557	557	540	540	540	545	545	545	545	545	545	545	545	555	555	555	555	555	555	555	558	558	558	558	542	542	542	550	553	561	564	550.17	
E. Godavari	536	536	520	520	520	525	525	525	530	530	530	535	535	535	535	525	525	525	525	530	535	535	535	525	515	515	515	520	525	530	530	527.07	
Hospet	525	525	525	525	525	525	535	540	545	555	555	555	555	555	555	555	555	555	555	555	555	555	535	510	510	510	510	510	510	510	510	534.83	
Hyderabad	524	510	500	500	505	510	515	520	525	530	535	535	535	535	520	520	525	530	535	535	520	520	510	510	510	515	520	525	525	525	520.80		
Jabalpur	540	540	540	530	535	540	545	545	550	555	560	565	565	565	550	550	550	550	550	565	570	570	550	540	540	540	540	543	546	551	551	549.37	
Kolkata (WB)	587	572	562	562	562	565	565	590	590	590	600	600	600	580	580	570	570	570	587	597	597	585	575	565	565	580	590	597	597	580	581.00		
Ludhiana	540	540	526	520	520	520	523	523	523	523	523	530	530	530	530	530	533	533	533	533	533	533	533	533	519	519	523	530	530	540	540	528.43	
Mumbai (CC)	590	590	575	575	575	575	575	580	585	590	595	600	600	600	600	600	600	600	600	600	600	600	600	585	585	575	575	575	580	585	590	590	588.17
Mysuru	570	570	570	570	570	570	578	583	588	595	595	595	595	595	595	595	595	595	595	595	595	595	595	575	550	550	550	550	550	550	550	576.13	
Namakkal	520	525	525	525	525	530	535	540	545	550	550	550	550	550	550	550	550	550	550	550	550	550	530	510	510	510	510	510	510	510	510	532.67	
Pune	585	585	575	575	575	580	580	585	585	590	595	601	601	601	601	601	601	601	601	601	601	601	590	580	570	570	570	575	580	585	585	587.50	
Raipur	533	528	515	515	515	525	530	530	535	535	550	550	550	553	553	540	540	543	546	550	550	540	530	530	520	523	523	535	540	540	535.57		
Surat	570	570	570	570	570	570	575	580	585	590	595	595	595	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	585.00	
Vijayawada	536	536	520	520	520	525	525	525	530	530	530	535	535	535	535	525	525	525	525	530	535	535	535	525	515	515	515	520	525	530	530	527.07	
Vizag	540	540	520	520	520	525	525	530	535	535	535	540	540	540	540	525	525	525	525	530	535	535	535	525	525	525	525	525	525	530	530	530.17	
W. Godavari	536	536	520	520	520	525	525	525	530	530	530	535	535	535	535	525	525	525	525	530	535	535	535	525	515	515	515	520	525	530	530	527.07	
Warangal	526	512	502	502	507	512	517	522	527	532	537	537	537	537	522	522	527	532	537	537	522	522	512	512	512	517	522	527	527	527	522.80		
Prevailing Prices																																	
Allahabad (CC)	581	581	571	562	567	571	571	576	576	576	581	581	586	590	590	586	586	586	590	590	590	590	581	571	562	562	567	571	581	581	581	578.17	
Bhopal	540	540	525	525	535	535	535	540	545	545	555	555	555	560	560	545	545	545	550	555	560	560	555	540	540	540	550	555	555	555	555	546.17	
Indore (CC)	555	540	540	540	550	550	555	560	565	565	570	570	570	570	560	560	560	560	565	565	560	550	540	540	540	550	555	555	555	555	555	555.67	
Kanpur (CC)	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	581	580.60	
Luknow (CC)	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	600	593	593	593	593	593	593	593	593	593	593	593	600	600	600	597.67
Muzaffurpur (CC)	595	580	580	580	580	580	585	585	585	585	585	590	590	590	590	590	595	595	595	595	600	600	600	580	580	580	585	590	600	603	603	589.20	
Nagpur	550	550	550	540	540	540	560	560	560	560	570	570	570	570	570	570	570	570	575	575	575	575	575	565	565	555	555	555	560	565	565	561.83	
Patna	595	580	580	580	580	580	585	585	585	585	585	590	590	590	590	590	595	595	595	595	600	600	600	580	580	580	585	590	600	603	603	589.20	
Ranchi (CC)	590	590	581	581	581	581	581	581	581	581	585	585	586	586	586	586	581	581	590	590	595	595	595	581	571	571	581	586	590	595	595	584.80	
Varanasi (CC)	600	600	583	580	580	590	590	593	593	583	583	590	590	590	590	590	590	597	597	600	600	600	590	583	583	590	593	597	600	600	591.50		

From Policy to Practice: Insights Shared at FAO's Global Forum on Animal Feed Regulation



Hundreds of international experts, including government officials, researchers, and industry leaders from all continents, gathered at the Food and Agriculture Organisation of the United Nations (FAO), Rome, the headquarters for the two-day Global Forum for Animal Feed and Feed Regulators.

The Forum focuses on a sector with a yearly commercial turnover of more than \$400 billion and a production of more than one billion tonnes of livestock feed, a critical input for animal health, human nutrition, and environmental sustainability.

In his opening remarks at the Forum, FAO Director-General QU Dongyu stated that the livestock sector, along with other elements of global agrifood systems, must transform to be more efficient, inclusive, resilient, and sustainable for the benefit of people and the planet.

A critical pathway is ensuring the availability, accessibility, quality, and safety of animal feed, which will necessitate concrete actions ranging from the management and

restoration of grasslands and pastures to the production of fodder and feed ingredients, as well as the processing and use of compound feed, he added. "Feeding animals well will feed the world better," Qu went on to say.

The Global Forum is being organised to provide a platform for national and regional feed regulatory

competent authorities, FAO Members, the private sector, researchers, development agencies, financial institutions, and civil society to engage in open dialogue. Case studies allow all participants to learn about cutting-edge innovations and strategies for producing high-quality, safe, and environmentally responsible animal feed.

Population growth, urbanisation, and increased purchasing power in emerging economies are driving up demand for animal protein, particularly poultry and pork. To meet that rising demand, environmental concerns, socioeconomic considerations, and a variety of safety issues affecting both animals and humans must all be prioritised. Providing adequate animal nutrition reduces the need for antimicrobials, which helps to keep Antimicrobial Resistance (AMR) at bay.

While livestock feed value chains vary greatly around the world, it is critical that small and medium-scale farmers, who account for the majority of livestock producers worldwide, have access to cost-effective and science-

based feed solutions, as well as "access to knowledge, technology, and markets, to improve their livelihoods, contribute to poverty reduction, and accelerate rural development," according to the Director-General.

Executives from trade organisations such as the International Feed Industry Federation (IFIF), scientists and policy experts from Brazil, Ghana, Mexico, Morocco, the Netherlands, Nigeria, Uganda, and the United States of America, among others, will speak at the Global Forum, as will representatives from regional pastoralist networks from across Africa. They are expected to address issues ranging from ensuring feed availability to developing and enforcing related legislation to optimise feed ingredients for desired health, quality, and environmental outcomes.

FAO experts provided insight into the Organization's work on the Sustainable Livestock Transformation Initiative, animal nutrition and feed safety, alternative and advanced feed practices to reduce the need for antimicrobials, and normative work on Codex Alimentarius food standards. Takeaways from the September Global Conference on Sustainable Livestock Transformation at FAO were also discussed.

"We already know many of the solutions," the Director-General told participants. Feed typically accounts for 60 to 80 percent of livestock production costs. Commercial production or sale of feed occurs in over 130 countries worldwide, with over 800 plants producing over 600 million tonnes of feed annually. Another \$300 million is generated by on-farm production. Improving feeding with balanced rations and making better use of locally available feed resources can boost profitability significantly. By increasing the use of byproducts and residues from food processing and other stages of agrifood system value

chains, the feed industry could contribute to the bioeconomy. And, with livestock consuming 40% of global arable land, there is a significant opportunity to improve the sustainability of agrifood systems by optimising land use.

International Egg Foundation Appoints Cassy Price as CEO to Spearhead Growth and Development



Cassy Price has been named as the new CEO of the International Egg Foundation (IEF) beginning in 2024. The appointment, according to the IEF, is the result of the foundation's plans for significant expansion, which will advance egg consumption through its programmes in developing countries.

"Over the last ten years, we have been able to build an extremely solid foundation, making great progress on transformative projects, thanks to our trustees and supporters." However, we are only scratching the surface; there is so much more to be done, and we are actively seeking support from more organisations and individuals eager to make a difference and collaborate with us," Price stated.

Price previously worked for the International Egg Commission (IEC) as its chief operating officer (COO) for 11 years. She was appointed as the IEF's executive director of programmes in 2021.

"Our next focus is to significantly accelerate our impact through the development of 'egg hub' business models that will sustainably increase egg consumption and support the entire value chain," Price continued. The key to ensuring long-term economic viability in all of our egg production projects."

"The International Egg Foundation is delighted that Cassy has joined us

as CEO," said IEF Chair Tim Lambert. Not only does she have extensive international experience, but she also brings a level of passion, commitment, and skill that will help propel the foundation forward."

More on the IEF

The International Egg Foundation (IEF), founded in 2014 by the IEC, is a global charity dedicated to bringing eggs to developing countries such as Swaziland, Mozambique, South Africa, Zambia, Zimbabwe, Kenya, Uganda, and Honduras through education, technology, and entrepreneurship.

One of the IEF's primary goals is to assist small-scale farmers in reaching commercial status. To support egg farmers in low- and middle-income countries, the

foundation will release a training video titled "The Fundamentals of Successful Egg Production" in 2022.

The video focuses on how egg producers can successfully produce eggs in hot, humid environments, and it provides practical and actionable advice compiled by egg industry experts.

UK's Leading Egg Producer Noble Foods Expands Advisory Board with New Non-Executive Director



Noble Foods has added two new Non-Executive Directors to its Board of Directors, as the UK's leading egg producer looks to expand its advisory panel for future opportunities and growth.

Mallika Basu and Anwar Sultan will join the family-owned Noble Foods in November 2023 and February 2024, respectively, bringing extensive marketing, commercial, and digital experience to the historic company.

Mallika Basu, a board-level communications and strategy advisor, will join in November 2023, bringing with her extensive food and hospitality experience, most recently leading on the 2030 strategy for London's iconic Borough Market.

Noble Foods will also welcome Anwar Sultan to its Board of Directors in February 2024. Anwar joins Noble Foods in addition to his role as Chief Growth and Commercial Officer at

The Modern Milkman. He is a digital leader and board director with extensive experience in leveraging technology, data, and marketing.

The two new appointments come on the heels of Noble Foods' 2022 Board expansion, which saw former Coop Group CEO Steve Murrells join the established company. Mallika and Anwar will work with Chair Sarah Dean and CEO Duncan Everett to shape the company's future growth, brands, and innovations.

Sarah Dean, the company's chair and owner, leads the Noble Foods Board of Directors, which she took over in 2019.

UConn Researchers Secure \$500K NSF Grant to Pioneer Organic Poultry Feed Solution



With the help of a US\$500,000 grant from the National Science Foundation's Future Manufacturing initiative, a team of University of Connecticut (UConn) researchers is developing a natural alternative to produce an essential amino acid used in poultry feed.

Mingyu Qiao, an assistant professor

of innovation and entrepreneurship in the Department of Nutritional Sciences at the College of Agriculture, Health, and Natural Resources (CAHNR), leads the team. Three faculty members from the Department of Chemical and Biomolecular Engineering are on the team: Yu Lei, centenary professor, Yongku Cho, associate professor, and Burcu Beykal, assistant professor; and two other CAHNR faculty members are Yangchao Luo, associate professor of nutritional sciences, and Rigoberto Lopez, professor of agricultural and resource economics. Patrick Heidkamp, professor of environment, geography, and marine sciences at Southern Connecticut State University, is also involved in this project.

This is UConn's first time receiving this grant, and Qiao's first grant since joining the UConn faculty this year.

The team will create a novel biomanufacturing technique to

produce methionine, an essential amino acid.

Methionine is an amino acid that is required by many animals, including humans. Methionine is used by poultry to grow feathers, which is the focus of this study. Chickens deficient in methionine are too skinny to sell and produce low-quality eggs.

Importantly, because animals cannot produce methionine, they must obtain it from their diet.

Petrochemicals are used to manufacture the majority of methionine supplements. Existing methionine supplements cannot therefore be fed to organic chickens. It is the only dietary supplement for poultry that does not yet have an affordable organic alternative, necessitating the development of a long-term solution. The only alternative is to bio-ferment methionine, which costs about US\$43 per kilogramme. The method proposed by Qiao's group would cost only \$6 per kilogramme.

Qiao's team is producing methionine organically by using edible microalgae, a nutrient-dense superfood. Using something that is already edible eliminates the need for additional processing to turn it into feed for chickens or other animals, making it a cost-effective solution.

Microalgae, like plants, can use sunlight to produce nutrients such as methionine. Photosynthesis, on the other hand, is a very slow process that produces very little methionine. Microorganisms, on the other hand, can grow much faster, but it is a costly and carbon-intensive process. To produce methionine quickly and sustainably, microalgae combines the best of plants and microorganisms.

Scientists have already extracted six other amino acids from microalgae for poultry feeds, making it an excellent candidate.

Qiao's team will create a photobioreactor prototype that can be used in greenhouses across the state. The microalgae will be able to use sunlight during the day to produce methionine and carbon sources at night using this novel biomanufacturing method.

They will also create an artificial intelligence (AI) model to determine when the algae should behave like a plant and when it should behave like

a microorganism based on the availability of sunlight or other essential nutrients in order to minimise costs. The AI model will calculate how much of a given resource, such as sugar, is required to optimise methionine production.

This seed grant will enable Qiao and his team to collect preliminary data and build prototypes of the photobioreactor and AI model, laying the groundwork for future grant applications to further this work.

In collaboration with Southern Connecticut State University, the grant will also include workshops for underrepresented high school and community college students to help prepare them for careers in biomanufacturing.

World's First Liquid Egg Without Hens Debuts at Eleven Madison Park by EVERY®

At an exclusive dinner tonight at world-renowned restaurant Eleven Madison Park in New York City, ingredient innovator EVERY will debut its flagship EVERY Egg - the world's first liquid egg made without the hen. EVERY Egg, which is made through yeast fermentation, will be unveiled after nine years of product development by EVERY, which has raised over \$233 million from notable investors such as Anne Hathaway, AB InBev, and Grupo Bimbo. EVERY Egg will make its debut at a multi-course dinner at Chef Daniel Humm's 3-star Michelin restaurant, Eleven Madison Park, in a first-of-its-kind product collaboration.

A group of the world's leading culinary innovators, chefs, and creators will be among the first to taste EVERY Egg, which Eleven Madison Park will feature as the centrepiece ingredient in a special event menu through a variety of

culinary creations showcasing its quality.



Image courtesy of The EVERY Co.

EVERY Egg is the first product that can match eggs' culinary versatility and can be used as a 1:1 drop-in in the hundreds of culinary applications where eggs are used. It contains 8 grammes of protein per serving and contains no cholesterol, saturated fat, or artificial flavours.



Image courtesy of The EVERY Co.

The announcement ushers in a future in which delicious, nutritious eggs can be produced without the variability, disease risk, and high environmental impact of animal agriculture.

EVERY's egg products are available for foodservice operators to sample and will be available in restaurants in 2024. Sign up for availability notifications at everyegg.com.

About The Every Company

EVERY® is on a mission to transform the global food system, having created the world's first egg proteins made without chickens and now the world's first egg made without chickens. EVERY has been named one of Crunchbase's 50 Hottest Tech Companies in the World, as well as

one of the 50 NEXT companies to Disrupt the World, with investors including AB InBev, the world's largest fermentation company, and Anne Hathaway.

Based in Silicon Valley With its game-changing ingredients, EVERY has already improved numerous commercial categories such as pressed juice, baked goods, and beverage alcohol. EVERY EggWhite™, a hyper-functional drop-in for eggs in bakery and alternative meat applications, and EVERY Protein™, which enables clean boosting with unrivalled optical clarity, solubility, and "nearly invisible" taste, are two examples.

Alveolus Bio & BiomEdit Forge Strategic Collaboration for Breakthrough Animal Health Solutions



Alveolus Bio has announced a strategic scientific collaboration with BiomEdit, an emerging animal health biotechnology company that uses microbiome science and synthetic biology to develop novel products for disease prevention and treatment in animals. BiomEdit was founded in 2022 as a spinoff from Elanco Animal Health, a former division of Eli Lilly, in a strategic partnership with Ginkgo Bioworks.

The sharing of resources and expertise is central to this collaboration. Alveolus Bio will

investigate BiomEdit's proprietary consortium of commensal strains that secrete metabolites with anti-inflammatory and immunomodulatory properties. The strains have shown a capacity to reduce viral titer in avian coronavirus challenges in controlled in vivo studies. Alveolus Bio intends to conduct additional research on this novel consortium in the context of human influenza viral infections.

BiomEdit will then investigate the use of Alveolus Bio's resMIT (respiratory microbiota-based inhaled therapeutics) platform. This platform was created to engineer inhalable drug particles for efficient delivery into deep lung regions. BiomEdit sees Alveolus' inhaled therapeutics as having unique potential in the development of respiratory therapeutics in companion animals, with its current pipeline consisting of natural bioactives, commensal bacteria consortia, and engineered microbes.

Both companies emphasise their dedication to evidence-based research, with the primary goal of expanding the potential of biotherapeutic applications by leveraging advanced microbiome understanding.

About BiomEdit

BiomEdit is an emerging animal health biotechnology company that leverages a unique platform combining the leading science of the microbiome with synthetic biology to innovate novel animal health products to address challenges in livestock production and pet health. Founded through a strategic partnership in 2022 between Elanco Animal Health and Ginkgo Bioworks, the company was born from a carve-out of technology and assets from Elanco combined with access to Ginkgo's leading cell programming platform technology.

About Alveolus Bio

Alveolus Bio is a respiratory drug development company with a team

of scientists, physicians, and innovators pioneering breakthrough FDA-approved therapeutic assets for lung diseases.

Combatting AMR Together: World Awareness Week Spotlights Vital Health Crisis



This year's World Antimicrobial Resistance Awareness Week (November 18-24) focuses on the critical actions required to combat antimicrobial resistance (AMR).

AMR occurs when bacteria, viruses, fungi, and parasites cease to respond to the active ingredients, or antimicrobial agents, in the medicines used to treat them. Infections become difficult or impossible to treat when antibiotics and other antimicrobial agents (used to treat bacterial infections) become ineffective, increasing the risk of disease spread, severe illness, and death.

AMR kills nearly 5 million people each year due to bacterial infections alone. This, combined with a lack of R&D investment in new antimicrobials, has prompted WHO to list AMR as one of the top ten global public health threats confronting humanity.

The primary cause of AMR, which threatens humans, animals, plants, and the environment, is the misuse and overuse of antimicrobials, both for human health and in food production. To guide the necessary urgent action,

many countries have developed multi-sectoral AMR national action plans (NAPs). While 93% of countries have established AMR NAPs and 68% are implementing some elements of their plans, only 27% have a costed and budgeted NAP, including a monitoring and evaluation framework, and only 11% have made financial provisions in their national budget to support AMR NAPs, according to recently released data from the annual Tracking AMR Country Self-assessment Survey, which

monitors implementation of countries' NAPs. Countries urgently require AMR governance and leadership strengthening, as well as additional financial and technical assistance to develop, prioritise, implement, and monitor their NAPs.

WHO developed the Access, Watch, Reserve (AWaRe) antibiotic book to improve antimicrobial use in humans around the world. The book includes evidence-based treatment recommendations for over 30 common infections, including when antibiotics aren't needed. WHO is still working with countries to determine the best way to tailor the book to their specific needs. Editions in French and Spanish will be published during WAAW.

With the theme "Preventing Antimicrobial Resistance Together," World Antimicrobial Resistance Awareness Week encourages leaders and communities from various sectors to collaborate in order to preserve antimicrobials and protect the health of people, animals, plants, and the environment. This critical issue will be a major focus at the United Nations General Assembly

High-Level Meeting on AMR in September 2024, when countries will be urged to make bold commitments to combat AMR and work towards internationally agreed-upon targets and accelerated action in countries.

Transformative Growth: AI in Animal Health Market to Propel Veterinary Practices into the Future



The global AI in Animal Health market was worth USD 901.81 million in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 11.13% by 2028, reaching USD 1688.54 million.

This market has emerged as a dynamic and transformative force in the veterinary and animal healthcare industries. By leveraging cutting-edge technologies, AI is revolutionising animal diagnosis, treatment, and care, resulting in improved animal welfare, disease management, and more efficient veterinary practices. Machine learning, computer vision, natural language processing, and predictive analytics are among the AI technologies being used to address a wide range of animal

health issues.

Disease detection and diagnosis is one of the most significant areas of impact. Large datasets of medical images, such as X-rays and MRIs, as well as biological samples, can be analysed by AI algorithms, identifying subtle patterns and anomalies that humans may miss. This capability enables veterinarians to detect diseases such as cancer, joint disorders, and infections at an earlier stage, allowing for quicker intervention and a higher chance of successful treatment.

In addition, AI-powered predictive

analytics are revolutionising animal health care. By analysing historical health data, genetic information, and environmental factors, AI systems can generate insights and forecasts about potential health risks and disease outbreaks.

Veterinarians and animal health professionals can use this proactive approach to implement preventive measures, optimise vaccination strategies, and reduce disease spread among animal populations.

The incorporation of AI has also resulted in significant advances in telemedicine and remote monitoring. Wearable devices and sensors powered by AI can continuously monitor an animal's vital signs, behaviour, and activity levels. This real-time data can be sent to veterinarians, allowing for

remote monitoring of an animal's health status and prompt intervention when necessary. This is particularly useful in livestock management, where early disease detection can save money and ensure the food supply chain's safety.

The use of artificial intelligence in animal health has resulted in more streamlined and personalised treatment plans. By analysing individual animal characteristics, medical history, and treatment outcomes, AI algorithms assist veterinarians in tailoring treatment protocols that are optimised for each patient. This personalisation not only improves treatment efficacy, but also reduces side effects and healthcare costs for pet owners.

However, the AI in Animal Health market faces some challenges in addition to its promises. Data privacy and security concerns, as well as the need for robust and diverse datasets, are all important considerations. In addition, the incorporation of AI technologies into established veterinary practices necessitates proper training and education for veterinarians and animal health professionals in order to ensure effective use and optimal results.

Finally, the global Artificial Intelligence in Animal Health market is rapidly expanding and evolving, reshaping the veterinary care and animal welfare landscape. AI technologies allow for early disease detection, predictive analytics, remote monitoring, and personalised treatment plans, all of which contribute to better animal health outcomes and more efficient veterinary practices. Addressing issues such as data privacy, training, and integration as the industry evolves will be critical to fully utilising AI's potential in advancing animal health and well-being.

Karnataka Poultry Farmers' Association Joins Hands with ICAR for Poultry Research Advancements



Karnataka Poultry Farmers and Breeders Association (KPFBA) signed a memorandum of understanding (MoU) with the Indian Council of Agricultural Research-Directorate of Poultry Research (ICAR-DPR) to strengthen research initiatives in the poultry sector.

The Memorandum of Understanding (MoU) was signed by Naveen Pasuparthi, President of KPFBA, and R.N Chatterjee, Director of ICAR-DPR, Hyderabad, and outlines plans for regular technical seminars, webinars, workshops, and joint publications as needed. The goal is to address challenges in both commercial and backyard poultry farming through comprehensive research, with a focus on disease management and feed conversion ratio improvement.

Pasuparthi emphasised the importance of in-depth research to ensure the sustainability and profitability of poultry farming, pointing out that the industry faces a variety of challenges that require

careful attention. He emphasised the association's commitment to working with academic and other institutions to improve the knowledge and practices of the poultry farming community.

Chatterjee recognised the importance of this collaboration, emphasising that it would provide researchers with valuable on-the-ground information, resulting in a more informed and effective approach to addressing

poultry sector challenges. Through joint research efforts and knowledge-sharing initiatives, the partnership between KPFBA and ICAR-DPR is poised to foster advancements and innovations in poultry farming.

Vet Association Pleads for Import Duty Reduction on Maize



Dr. Ajay Deshpande, President of the Association of Vets in Poultry (VIP), which represents over 1200 veterinary professionals in India, has

made a critical appeal to Union Minister of Fisheries, Animal Husbandry, and Dairying, Parshottam Rupala, highlighting the pressing challenges faced by the poultry sector.

The sector, a key player in the Indian economy, is dealing with rising domestic maize prices, a critical component in poultry feed that accounts for 60% of total feed.

Deshpande emphasises the immediate financial threat to the poultry industry, with poultry feed accounting for 80% of production costs.

The rise in domestic maize prices, exacerbated by inconsistency in rainfall in major maize-producing states, is increasing the cost of chicken production. Poultry farmers sell chicken at an average price of Rs 65/kg, incurring significant losses compared to the production cost of Rs 85/kg.

According to the letter, maize production is expected to be 35.91 million tonnes in 2022-2023, with the poultry sector alone consuming approximately 18 million tonnes.

Furthermore, India's export of approximately 3,453,680.58 MT puts additional strain on domestic maize availability. Deshpande emphasises that current maize prices in India of Rs 25/kg, up from an average of Rs 23/kg last year, are unsustainable for the poultry farming community.

The association expects maize prices to reach Rs 28-30/kg by February 2024, but expects the situation to worsen after that date due to Rabi maize production uncertainties. The industry is forced to rely on imports to bridge the demand-supply gap, but the existing 60% import duty on non-GMO maize is discouraging.

In light of this crisis, the Vets in Poultry Association urges the Indian government to consider lowering the import duty on non-GMO maize from 60% to NIL or a maximum of 15%.

Deshpande contends that previous cases of maize imports have not harmed local farmers; rather, they have played an important role in stabilising demand and supply, benefiting both farmers and the poultry industry.

The association backs up this request with a detailed calculation that shows that by lowering the import duty, the price of non-GMO maize can be significantly reduced, contributing to market stabilisation. The change is intended to help poultry farmers maintain their financial viability while also providing Indians with affordable access to nutritious protein.

Deshpande emphasises the poultry sector's significant contribution to Indian national GDP at 1.5 lakh crores, generating direct employment for 25,000 layers and over 5 lakh broiler farmers, with an additional indirect impact on over 2 million people, primarily in villages.

Deshpande concludes the letter by recognising the delicate balance required to protect local farmers while ensuring the economic viability of industries reliant on maize imports.

He emphasises that a strategic reduction in import duty is a necessary step to address the immediate challenges confronting the poultry sector, aligning with the Prime Minister's goal of doubling farmers' income.

WOAH Conference in India Spotlights Interconnectedness of Human, Animal, and Environmental Health

From November 13 to 16, 2023, India hosted the 33rd Conference of the WOA (World Organisation for Animal Health) Regional Commission for Asia and the Pacific. The



Department of Animal Husbandry & Dairying, MOFAHD, in New Delhi, organised this four-day event.

Shri Parshottam Rupala, Union Minister of Fisheries, Animal Husbandry, and Dairying, delivered the event's valedictory address today. In his speech, the Minister emphasised the deep importance of animal welfare in the rich tapestry of Indian tradition and culture, demonstrating the interconnectedness of all living beings. He emphasises the importance of harmonious coexistence and interconnectedness among humans, animals, and the environment by echoing the concept of "Vasudhaiva Kutumbakam," which means "the world is one family." He went on to say that animal welfare is an integral part of Indian culture and sanskriti, which aligns perfectly with the modern concept of the global One Health movement, which emphasises the interdependence of human, animal, and environmental health, as well as the importance of collective efforts for the welfare of all living beings.

The decision to host this event was made during the World Assembly of Delegates of the WOA's 90th General Session in Paris in May 2023. Dr. Sanjeev Kumar Balyan, Minister of

State for Fisheries, Animal Husbandry, and Dairying, presided over the inaugural session on November 13, 2023, in the presence of MoS(FAHD), Dr. L. Murugan, and other dignitaries. Smt. Alka Upadhyaya, Secretary, Department of Animal Husbandry and Dairying, and Indian delegate in WOA, was elected as the session's chairperson. She emphasised the impact of recent initiatives on One Health, the G20 Pandemic Fund, disease surveillance and early warning systems, and the National Digital Livestock Mission on India's overall livestock health scenario.

Delegates, chief veterinary officers and experts from 24 member countries, senior officers from regional and international organisations, and representatives from the private sector and private veterinary organisations in the region all attended in person, with others participating virtually. Dr. Monique Eloit, WOA Director General; Dr. Baoxu Huang, Delegate China & President, WOA Regional Commission of Asia and the Pacific; Dr. Abhijit Mitra, Animal Husbandry Commissioner, Gol; and Dr. Hirofumi Kugita, WOA Regional Representative for Asia and the Pacific, Japan were among the dignitaries in attendance.



Delegates and representatives from global and regional organisations discussed pressing animal health issues such as bird flu/avian influenza, rabies, FMD, ASF, and LSD, recognising the importance of a collaborative regional approach due to the borderlessness of these diseases. The importance of information sharing and the establishment of multi-sectoral coordination mechanisms involving veterinary services, public health, and environmental health, including wildlife conservation, was emphasised during discussions. Recognising that effective coordination necessitates equitable financial and resource allocation, the meeting prioritised preventive measures such as vaccinations, disease intelligence, competent laboratories, and a skilled veterinary workforce.

Indonesia has expressed interest in hosting the 34th World Organisation for Animal Health regional

conference for Asia and the Pacific. During the valedictory session, Dr. Baoxu Huang, President of WOA,

Regional Commission for Asia Pacific, delivered a vote of thanks.



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Publishing Month:
January
Article Deadline :
28th, Dec. 2022
Advertising Deadline :
30th, Dec. 2022
Focus :
Winter Disease Management

Publishing Month:
February
Article Deadline :
28th, Jan. 2023
Advertising Deadline :
30th, Jan. 2023
Focus :
Health & Nutrition Management

Publishing Month:
March
Article Deadline :
26th, Feb. 2023
Advertising Deadline :
28th, Feb. 2023
Focus :
Vaccination & Immunization

Publishing Month:
April
Article Deadline :
28th, March 2023
Advertising Deadline :
30th, March 2023
Focus :
Summer Management

Publishing Month:
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Cold Chain Management

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June
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Feed Production

Publishing Month:
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Article Deadline :
28th, June 2023
Advertising Deadline :
30th, June 2023
Focus :
Layer Farming

Publishing Month:
August
Article Deadline :
28th, July 2023
Advertising Deadline :
30th, July 2023
Focus :
Genetics & Breeding

Publishing Month:
September
Article Deadline :
28th, August 2023
Advertising Deadline :
30th, August 2023
Focus :
Biosecurity Practices

Publishing Month:
October
Article Deadline :
28th, September 2023
Advertising Deadline :
30th, September 2023
Focus :
Winter Breeding Management

Publishing Month:
November
Article Deadline :
28th, October 2023
Advertising Deadline :
30th, October 2023
Focus :
Environment Control

Publishing Month:
December
Article Deadline :
28th, November 2023
Advertising Deadline :
30th, November 2023
Focus :
Industry Outlook

Subscription Rates

Time Period

1 Year **INR 2400** **USD 250**
3 Year **INR 6500** **USD 650**
5 Year **INR 10000** **USD 1000**

*18% GST Extra

Contact Name : _____

Company Name : _____

Postal Address : _____

City : _____ State : _____ Mob. No. _____

Postal Code : _____ Country : _____

For more detail, contact:



Pixie Expomedia Pvt. Ltd.
C/o OmAng Hotel, Namaste Chowk, Near Janta Petrol Pump, KARNAL - 132001 (Haryana) INDIA

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Poultry Planner

1 Year 3 Year 5 Year
from _____ to _____

Dairy Planner

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Grand Total: _____

Payment Details:

Send DD or Cheque in favour of Pixie Expomedia Pvt. Ltd. payable at Karnal
Address: C/o OmAng Hotel, Namaste Chowk, Near Janta Petrol Pump, KARNAL - 132001 (Haryana) INDIA or Transfer money to Canara Bank
Bank address: Sector 12; U Estate Karnal
Account Type: Current
Account Name: Pixie Expomedia Pvt. Ltd.
Account Number: 120000991579
IFSC Code: CNRB0003264 | Swift Code: CNRBINBBFD | PAN No. AAMCP6787A

Date: _____ Company's Stamp & Signature
By signing this form I acknowledge that I have read and agree to the quoted cost above

*5% GST Extra Advertisement Tariffs

Advertisement Type	Single Issue (cost @)	Advertisement Type	Single Issue (cost @)
Front Page	30000 <input type="checkbox"/>	Back Title	20000 <input type="checkbox"/>
Front Gate Fold	25000 <input type="checkbox"/>	Back Gate Fold	19000 <input type="checkbox"/>
Front Title Inside	20000 <input type="checkbox"/>	Back Title Inside	18000 <input type="checkbox"/>
Front Title Opening	16000 <input type="checkbox"/>	Back Title Opening	16000 <input type="checkbox"/>
Full Page	8000 <input type="checkbox"/>	Center Spread	18000 <input type="checkbox"/>

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Telefax : + 91 - 422 - 2430275 | Mobile : 094435 17258

E-mail : biosint@gmail.com | Web : www.biosint.co.in

For technical details of product, trials you can connect Dr Prasad Kulkarni, Director , Biosint Nutraceuticals
@prasad.kulkarni@biosint.co.in

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Jumbo Feeder with Cone Extension



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2nd Edition

01-03 August 2024

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Exhibitors / Sponsors



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Countries



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Visitors

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