JANUARY

MONTHLY BILINGUAL

INR 300/-

POULTRY PLANNER

R.N.I. 71668/1999

Title Code HARBIL00563

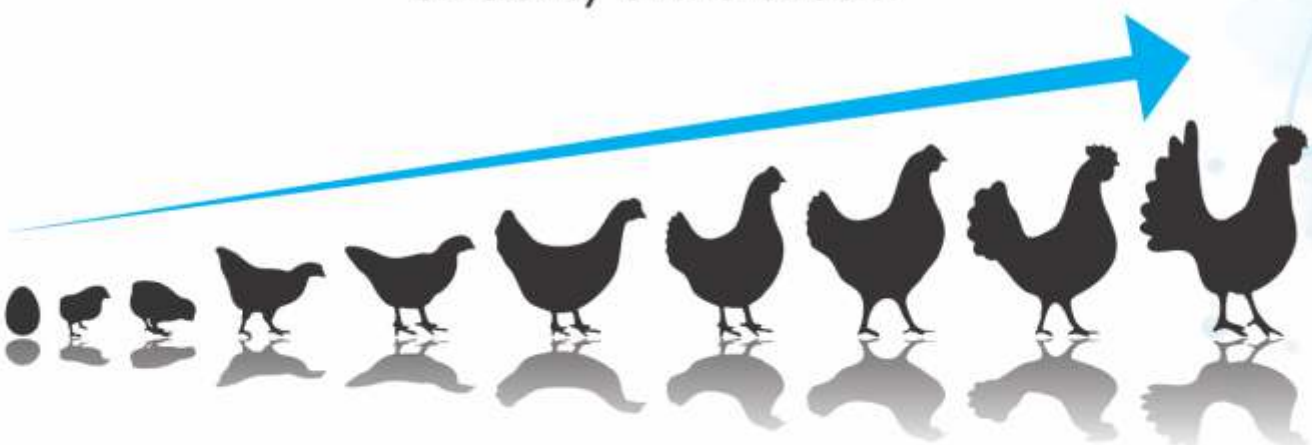
Vol. 27 | No. 01 | January - 2025

Venworld
THE BEST IN ANIMAL HEALTHCARE

GROWLINE

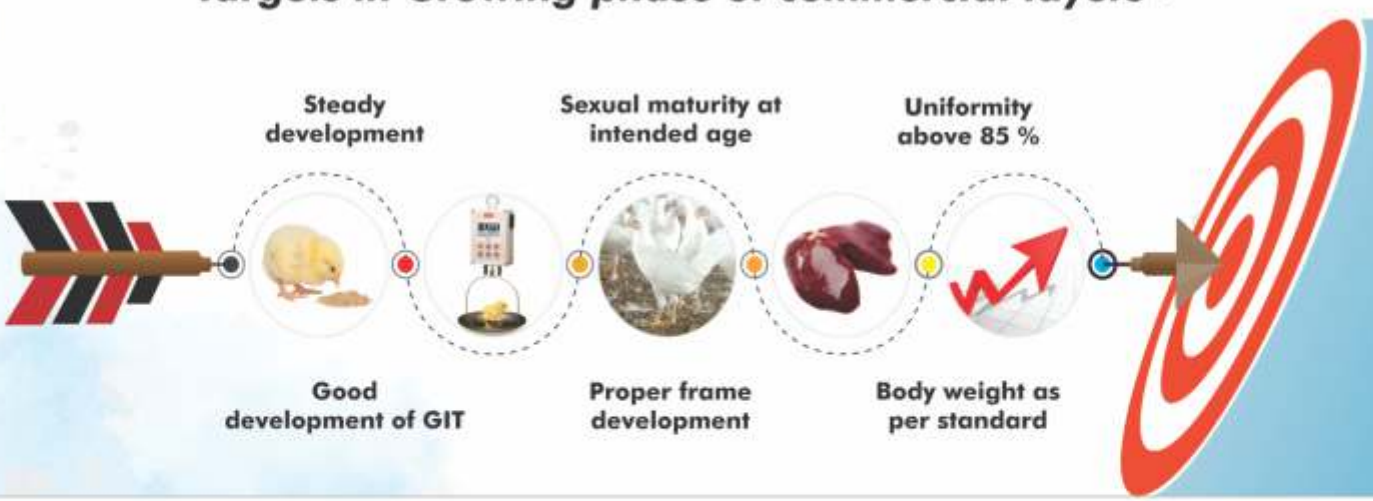
To achieve the growing period targets in commercial layers...

Growing phase in layers determines the productive efficiency of the birds...



Body weight and uniformity are the critical factors for better performance

Targets in Growing phase of commercial layers -



For further information please contact :

VENKY'S (INDIA) LIMITED

ANIMAL HEALTH PRODUCTS DIVISION

An ISO 9001 Certified Company

"Venkateshwara House", S.No.: 114/A/2, Pune - Sinhagad Road, Pune - 411 030 (India)

Tel : +91- 20-24251803 Fax : +91-20-24251060 / 24251077 www.venkys.com e-mail : ahp@venkys.com

AIMIL
ANIMAL
HEALTHCARE

Boosts PERFORMANCE, with Superior RESULTS

WINNER OF 3 NATIONAL AWARDS
Scientific Collaboration with IVRI, DRDO & CSIR

Elevates vitality and vigour with promotion of Rooster health

Sementó®

Vet Capsules

Crafted for Strength, Endurance & Stamina

Our Other Exclusive Range of Products

AIMIL SINCE 1984

Email: corporate@aimilpharmaceuticals.com | veterinary@aimilpharmaceuticals.com
Ph.: +91-11-66410000, 25703613 | Web: www.aimilpharmaceuticals.com, www.aimilvets.life

4 DECADES OF HEALTH & WELLNESS

ROSS 308 AP

With the ROSS 308 AP YOU GET MORE THAN JUST A BREED

Aviagen's® Ross® 308 AP continues to deliver increasingly better performance year-after-year for both our breeders and broilers.

Thanks to the superior meat yield, quality, texture, and tenderness of the Ross 308 AP, combined with our best PAN India free technical support for our customers, makes it the preferred choice.

Aviagen India
Poultry Breeding Company
Private Limited

+91 4252 233 650
info@aviagen.com
www.aviagen.com

BREEDING SUCCESS TOGETHER

Aviagen® India | ROSS

From the Editor's Desk

Winter Management – Keeping Dairy Farms Resilient

Poultry breeders have special difficulties throughout the winter months. Increased humidity, shorter days, and cold temperatures can all have a big effect on bird output, health, and farm profitability as a whole. Mitigating these risks and ensuring flock health and optimal performance require effective winter management measures.

Moreover, biosecurity is still of the utmost importance in the winter months. Strict adherence to visitor control procedures, thorough disinfection of vehicles and equipment, and the implementation of a strong rodent and pest control program are all necessary to prevent the introduction and spread of diseases, which can be made worse by stress factors related to cold weather.

Furthermore, throughout the cold, proper ventilation is essential. To eliminate moisture and ammonia and other dangerous gases that might build up in poultry houses because of decreased ventilation rates during cold weather, proper air exchange must be maintained. For the birds, this helps to maintain ideal air quality and prevent respiratory illnesses. Avoiding too much ventilation, nevertheless, is essential because it might result in drafts and hypothermia.

However, it is important to identify and isolate sick birds as soon as possible. To stop the spread of infection within the flock, sick birds should be isolated promptly, which can be done by using isolation pens or by relocating the affected birds to a different, well-ventilated area. Regular monitoring of bird behavior, feed intake, and water consumption can help identify any signs of illness early on.

In conclusion, effective winter management practices are essential for successful poultry production. By prioritizing biosecurity, optimizing ventilation, and implementing a robust sick bird management program, poultry producers can minimize the negative impacts of winter on their flocks, ensure optimal bird health, and maximize productivity and profitability.

- Editorial Policy is independent. Views expressed by authors are not necessarily held by the editors.
- Registered as Newspaper by Registrar of Newspaper for India : RNI No. 71668/1999, Tittle Code HARBIL00563
- Editorial & Advertisement may not be reproduced without the written consent of the publishers. Whilst every care is taken to ensure the accuracy of the contents of Poultry Planner the publishers do not accept any responsibility or liability for the material herein.
- Publication of news, views of information is in the interest of positive poultry industrial development in India. It does not imply publisher's endorsement.
- Unpublished material of industrial interest, not submitted elsewhere, is invited.
- The submitted material will not be returned.
- Publisher, Printer Mr. Vishal Rai Gupta on behalf of Pixie Publication. Printed at Jaiswal Printing Press, Chaura Bazar, Karnal-132001 (Haryana).
- Published at : Anand Vihar, near gogripur railway crossing, hansi road, karnal-132001 (Haryana)
- Editor-in-Chief : Mrs. Bhavana Gupta
- All Legal matters are subject to karnal jurisdiction

Advertisement

Features

Press Release

LABQUEST BY BOROSIL®

BOROSIL® Scientific

What's the Kjeldahl Advantage in Feed Protein Analysis?

Our Borosil Scientific LabQuest range delivers precise proximate analysis solutions, including protein, fat, fiber and moisture in feed, and has proven to improve results for major feed groups.

- Fully automated digestion, distillation, and titration
- Rugged design for demanding lab use
- Adheres to ISO, AOAC, and FCO standards
- Expert Support for dedicated training and maintenance.

India's 1st manufacturer for inbuilt Autotitrator

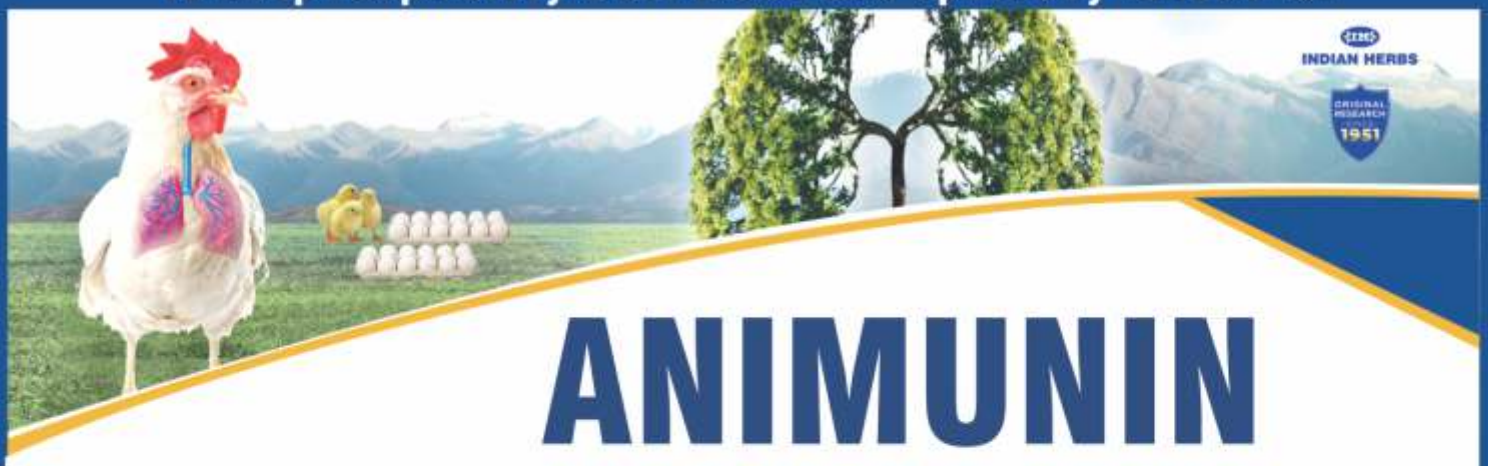
1800 22 4551

lab.support@borosil.com

Article

Departments

To keep respiratory tract clean and optimally functional



ANIMUNIN

USAGE REGIMEN

Animunin Powder : 750g - 1 kg per ton of feed.

Animunin Liquid

Broilers	Layers	Quantity (For 100 Birds/day)
0-2 Weeks	0-8 Weeks	10 ml
3-4 Weeks	9-20 Weeks	20 ml
5-6 Weeks	21-72 Weeks	40 ml

PRESENTATION

Powder : 10 kg & 25 kg
Liquid : 1 Ltr & 5 Ltr

ANIMUNIN POWDER

A natural alternate to conventional antibiotic (Tiamulin, Tylosin, CTC) for prevention of respiratory diseases

ANIMUNIN LIQUID

As an adjuvent alongwith conventional antibiotics for treatment of CRD/ respiratory infections

Science based natural solution for ammonia control in poultry house

AmmoFree Premix

Natural ammonia binder

USAGE

- For minimising the level of atmospheric and systemic ammonia and other noxious gases.
- To create healthier living conditions, reduce stress levels and to improve farm environment.
- For enhancing the level of beneficial gut microflora and to reduce disease susceptibility especially intestinal and respiratory diseases.
- For better farm productivity and profitability.

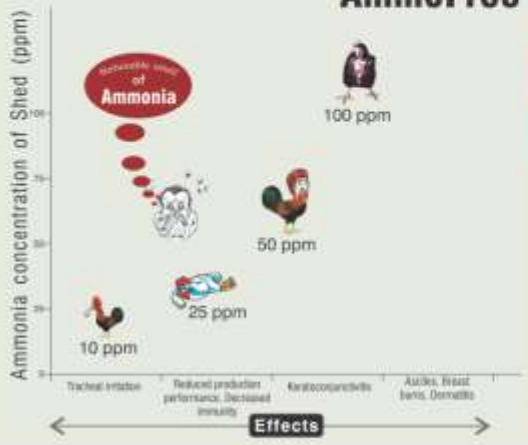
FEED INCLUSION RATE

200g/ton of feed.
double dosage when the level of ammonia is more than 25ppm.

PRESENTATION

1 kg & 10 kg bag

AmmoFree



Ammonia menace and welfare concern in poultry houses

Above 25 ppm of ammonia concentration in poultry shed leads to noticeable smell, eye irritation and reduction in growth and production indices.

INDIAN HERBS SPECIALITIES Pvt. Ltd.
C-215, 2nd Floor, Elante Offices, Plot No. 178-178A, Industrial & Business Park, Phase - 1
CHANDIGARH (U.T.) - 160002, Ph. No. 0172 - 5011470, 4181014, +91 9023247217

E-mail : ihspl@indianherbs.org
Website: www.indianherbs.org

Aflatoxin and its Toxicity in Poultry

[1]Bagavathi M, [2]Kapilan P, [3]Pasupathi Karu
[1]MVSc Scholar, Animal Physiology Division, ICAR - National Dairy Research Institute, Karnal-132001, Haryana, India.
[2]Third year,Arawali Veterinary College, Sikar- 332403, Rajasthan,India.
[3]Professor and Head,Animal Nutrition Department,Veterinary College and Research Institute, Tirunelveli-627358, Tamil Nadu, India.
Mail id – bagavathimuthappan55@gmail.com

Introduction

Aflatoxins are a group of toxic metabolites produced by certain molds, primarily Aspergillus flavus and Aspergillus parasiticus. The concerned four aflatoxins are B1, B2, G1, and G2. When theB1 and B2excreted in milk is called M1 and M2.Among these, aflatoxin B1 (AFB1) is the most potent hepatoxic and poses significant health risks to poultry. The ingestion of aflatoxin-contaminated feed can lead to aflatoxicosis, a serious condition affecting various avian species, particularly young birds like chicks, ducklings, and turkey poults.

Permissible levels of aflatoxin in poultry feed

Aflatoxin levels in human food, animal feed, and animal feed additives are regulated by the FDA and the EU.

- With the exception of cottonseed meal, for peanut products, corn, and chick starter and grower feeds: must have fewer than 20 parts per billion.
- Feed for mature poultry, including laying hens, must include less than 50 parts per billion.
- Less than 300 ppb must be present in cottonseed meal meant for poultry of all kinds and ages.

The feed ingredient most susceptible to aflatoxin are

1. Groundnut oilcake
2. Maize

Senstivity to aflatoxin

Goslings, ducklings, and turkey poults are highly susceptible to AFB1 toxicity. Domestic ducks and turkeys are highly susceptible to AFB1's acute and chronic effects. In contrast to other poultry species, chickens are relatively resistant to acute aflatoxicosis (except from during embryonic development). In reality, even at relatively low doses of AFB1, poultry are quite susceptible.

The order of poultry species sensitive to aflatoxin is ducks (3ppb)> turkeys > Japanese quail> chickens(20ppb).

Mechanism of toxicity

The primary toxic effects of AFB1 are concentrated in the liver, where it induces severe damage characterized by:

- **Hepatic Necrosis:** AFB1 causes the death of liver cells, leading to liver dysfunction.
- **Bile Duct Proliferation:** The liver responds to damage by increasing bile duct formation, which can lead to further complications.

UT Glysomin Plus

Trusted
Organic Minerals with
Excellent **Bio-availability**
to Ensure

PERFORMANCE

Composition

- Zinc (Zn)
- Manganese (Mn)
- Copper (Cu)
- Iodine (I)
- Cobalt (Co)
- Selenium (Se)
- Chromium (Cr)
- Iron (Fe)

BENEFITS

- The balanced blend of essential organic and inorganic minerals to ensure optimum performance
- Helps to maintain healthy growth, bone formation, optimum meat quality parameters
- Improves haematological parameters, boosts anti-oxidant status of body
- Improves egg shelf life, egg shell quality and overall egg productions in layers
- Ensures balanced FCR and overall growth performance
- Immuno-modulators and improves anti-oxidant status to ensure better health and production
- Improves overall body metabolism, reduce stress, improve feed efficiency

DOSAGE

Broilers	Layers	Breeders
500 gm	500 gm	1 kg
per ton of feed		

UTTARA IMPEX PVT. LTD.
Feed Supplement Division
Venkateshwara House, S. No. 114/4/2
Sinhgad Road, Pune, MH - 411030

FOR TRADE ENQUIRY:
Contact No.- 020-71251840
Website- www.venkys.com
Uttara Impex Pvt Ltd

- **Hemorrhage and Icterus:** These symptoms indicate severe liver impairment and can result in jaundice due to the accumulation of bile pigments in the bloodstream.

Chronic exposure to AFB1 leads to significant health issues such as weight loss, reduced feed efficiency, decreased egg production, and heightened susceptibility to infections. Notably, ducklings are particularly vulnerable, with studies indicating a high incidence of hepatocellular tumors associated with prolonged aflatoxin exposure.

Effects ofaflatoxin (afb1)

- Fatty liver
- Immunosuppression
- Impaired feathering
- Nervous syndrome

Prevention and management strategies

Pre-Harvest Strategies

1. Good Agricultural Practices:

- Implement crop rotation and tilling to reduce mold growth.
- Use proper fertilization techniques and pest control to minimize stressors that promote mycotoxin production.

2. Harvest Management:

- Avoid harvesting lodged or fallen crops, as they may come into contact with soil and increase contamination risk.
- Timely harvest is crucial; delays can lead to increased mycotoxin levels due to late-season moisture.

Post-Harvest Strategies

1. Storage Conditions:

- Store grains in dry environments to inhibit mold growth.
- Regularly clean storage bins and silos to prevent contamination from residual feed.

2. Moisture Control:

- Monitor relative humidity levels in storage areas, as high humidity can facilitate aflatoxin formation. Adequate ventilation in poultry houses is also essential to maintain low humidity.

Dietary Supplements and Additives

Incorporating certain dietary additives such as glutathione or selenium has been shown to mitigate the effects of aflatoxicosis by enhancing detoxification processes within the liver.

1. Adsorbents:

- Incorporate sorbent compounds like hydrated sodium calcium aluminosilicate (HSCAS) or calcium montmorillonite clay (NovaSil PLUS) into feeds. These bind aflatoxins and reduce their bioavailability.

2. Organic Acids:

- Add organic acids such as propionic acid (0.5–1.5 g/kg of feed) to inhibit fungal growth in feeds.

3. Yeast Derivatives:

- Use esterified glucomannan from Saccharomyces cerevisiae, which has shown effectiveness against aflatoxins and other mycotoxins.

4. Nutritional Supplements:

- Provide a balanced diet supplemented with N-acetylcysteine, choline, methionine, and vitamin E to mitigate the effects of aflatoxicosis.

5. Dilution of Toxicity level:

The contaminated feed having higher aflatoxin level can be diluted with normal feed without aflatoxin to reduce its level of toxicity below20ppb to minimize the huge economic loss to the farmers.

Conclusion

Poultry productivity and health are severely impacted by aflatoxins. Developing successful preventative methods requires an understanding of their toxicological impacts. Aflatoxin contamination hazards can be reduced by continuous feed quality monitoring and control, eventually protecting chicken health and increasing production efficiency.

MARISYM BIOLOGICALS
ROOTING INNOVATIONS

GALVIGOZYME-PHYTASE!

Thermostable Bacterial Phytase

Galvigozyme-Phytase is a reliable, thermostable bacterial phytase designed to optimize the nutritional value of poultry diets. It effectively unlocks phosphorus and other essential nutrients from plant-based raw materials, ensuring maximum nutrient availability and utilization.

KEY FEATURES:

Effective at low pH & high temperatures: Maintains efficacy under feed pelletization & poultry gut conditions.
Flexible feed formulation: Adaptable to various feed recipes.
Enhanced nutritional value: Improves the overall nutritional profile of poultry feeds.

BENEFITS:

Cost savings: Reduces feed costs by decreasing the need for inorganic phosphate.
Improved mineral absorption: Ensures stronger bones and better egg quality.
High feed conversion rate: Boosts animal performance and growth.
Better digestibility: Enhances the digestibility of essential amino acids.

PROVEN PERFORMANCE:

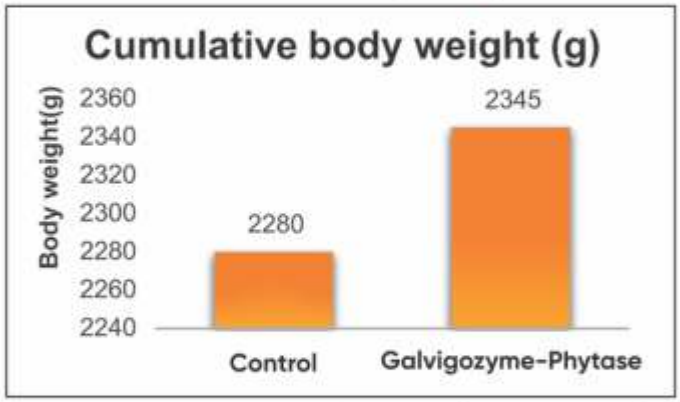
Pelleting conditions: Maintains 85% activity at 90-95°C for 40-60 seconds.
Reduced feed costs: Saves **Rs 1.22** per kilogram of live weight.

PRODUCT DETAILS:

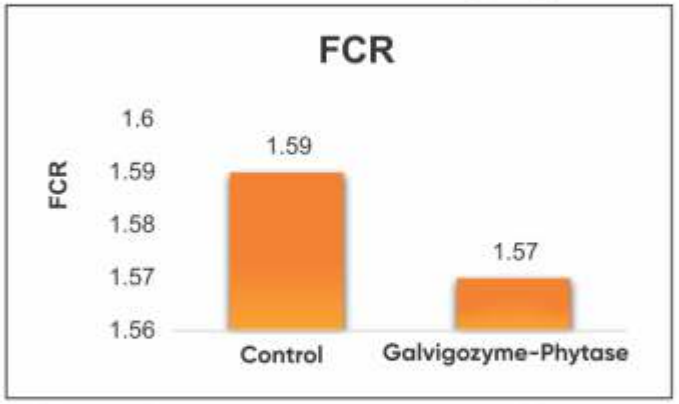
Activity: 5000 FTU/g (min)
Dosage: 100g per ton of feed

PERFORMANCE GRAPHS:

Cumulative Body Weight



Feed Conversion Ratio (FCR):



Ensure the highest quality in your poultry feed with Galvigozyme-Phytase. Proven to enhance growth performance and reduce costs, it's the reliable choice for poultry producers.

Contact us today to learn more!

FACTORY ADDRESS: SF NO. 502/1A, 503/1A1, Chettipalayam Road, Othakalmandapam, Coimbatore, Tamil Nadu, 641 032.

+91 93600 88666 Email: info@marisymbio.com

www.marisymbio.com

AI's Edge: Winter Poultry Success

The advent of artificial intelligence (AI) has revolutionized industries across the globe, and poultry farming is no exception. As winter sets in, poultry farmers face unique challenges such as maintaining optimal temperatures, ensuring adequate nutrition, and preventing diseases. Incorporating AI-driven solutions into winter poultry management can significantly improve efficiency, reduce costs, and ensure the health and productivity of the flock. Here, we explore how AI is reshaping poultry farming and helping farmers navigate the winter months with confidence.

AI-Powered Climate Control

Temperature control is a critical factor in poultry farming, especially during winter. Birds are highly sensitive to temperature fluctuations, which can lead to stress, decreased productivity, and increased susceptibility to diseases. AI-powered climate control systems use sensors and algorithms to monitor and maintain optimal environmental conditions in real-time.

These systems can regulate temperature, humidity, and ventilation automatically, ensuring a stable and comfortable environment for the birds. By analyzing historical and real-time data, AI can predict weather patterns and adjust settings proactively, reducing energy consumption and operational costs. Farmers can also monitor conditions remotely through Smartphone apps, gaining greater control and peace of mind.

Precision Feeding with AI

Nutrition plays a vital role in poultry health and productivity, particularly during the colder months when birds require additional energy to maintain body temperature. AI-driven feeding systems are transforming how farmers manage poultry diets. These systems analyze data on bird weight, age, and activity levels to create customized feeding plans that meet the specific needs of the flock.

AI-powered feeders can dispense the right amount of feed at the right time,

ZeneX Animal Health

Rich past. Exciting future

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 availble on request.

minimizing waste and ensuring consistent nutrition. Some advanced systems also include cameras and sensors to monitor feeding behavior and detect anomalies, such as reduced feed intake, which could indicate health issues. By optimizing feed efficiency, farmers can improve flock performance and reduce costs.

Disease Detection and Prevention

Winter often brings an increased risk of respiratory infections and other diseases in poultry, as birds spend more time indoors in close proximity. AI-based health monitoring systems use cameras, microphones, and sensors to track bird behavior, movement, and vocalizations. These systems can identify early signs of illness, such as lethargy, reduced activity, or abnormal sounds, enabling farmers to take prompt action.

Machine learning algorithms can analyze vast amounts of data to detect patterns and predict disease outbreaks. For instance, AI can correlate environmental factors like temperature and humidity with disease incidence, helping farmers implement preventive measures. Early detection and intervention not only save costs on treatment but also reduce the risk of disease spreading across the flock.

Optimizing Energy Use

Energy efficiency is a major concern for poultry farmers during winter, as heating systems often account for a significant portion of operational costs. AI-powered energy management systems can optimize energy use by analyzing consumption patterns and identifying inefficiencies. These systems can integrate with renewable energy sources, such as solar panels, to further reduce costs and environmental impact.

For example, AI can schedule heating systems to operate at optimal times or adjust settings based on real-time weather data. By automating energy management, farmers can achieve significant savings while maintaining ideal conditions for their birds.

Smart Lighting Systems

Lighting is another crucial aspect of poultry farming, influencing bird behavior, growth, and egg production. AI-enabled lighting systems can simulate natural daylight cycles and adjust light intensity and duration based on the birds' needs. During winter, when natural light is limited, these systems ensure that birds receive adequate light exposure to maintain productivity.

Advanced systems can also analyze bird activity levels and adjust lighting accordingly, creating a stress-free environment that promotes well-being. By aligning lighting schedules with the flock's natural rhythms, farmers can enhance performance and reduce energy usage.

Data-Driven Decision Making

One of the most significant advantages of AI in poultry farming is its ability to provide actionable insights. By collecting and analyzing data from various sources, AI systems offer farmers a comprehensive view of their operations. This data-driven approach enables more informed decision-making, whether it's adjusting feed formulas, modifying climate settings, or planning disease prevention strategies.

AI platforms can also generate predictive models to anticipate challenges and recommend solutions. For example, farmers can use AI to forecast feed requirements, budget for energy costs, or plan for seasonal changes. These insights empower farmers to optimize their operations and achieve better outcomes.

Integrating AI with IoT

The combination of AI and the Internet of Things (IoT) is a game-changer for poultry farming. IoT devices, such as sensors and smart cameras, collect real-time data from the

poultry house, which AI systems analyze to provide valuable insights. This integration allows for seamless automation and remote monitoring, giving farmers greater control over their operations.

For instance, IoT-enabled sensors can track ammonia levels, air quality, and water usage, while AI algorithms interpret this data to ensure optimal conditions. Farmers can receive alerts and recommendations on their smartphones, enabling them to address issues promptly and efficiently.

Challenges and Considerations

While AI offers numerous benefits, its adoption in poultry farming comes with challenges. High initial costs, lack of technical expertise, and concerns about data security are common barriers. However, as technology becomes more accessible and affordable, these challenges are gradually being addressed.

Government support and industry collaboration can play a crucial role in promoting AI adoption. Training programs and subsidies for AI-powered equipment can help farmers transition to smart farming practices. Additionally, partnerships between tech companies and agricultural organizations can drive innovation and ensure that solutions are tailored to the needs of poultry farmers.

Conclusion

AI is redefining the future of poultry farming, offering innovative solutions to the challenges of winter management. From climate control and precision feeding to disease prevention and energy optimization, AI-powered systems are enhancing efficiency, reducing costs, and promoting sustainability.

By embracing AI, poultry farmers can not only improve the health and productivity of their flocks but also contribute to a more sustainable and resilient agricultural sector. As technology continues to advance, the possibilities for AI in poultry farming are limitless, making it an essential tool for success in the modern era.

Care and Management of Broilers during Winter Season

Dr. Anmol Pareek
Assistant Professor, LPM, RPS College of Veterinary Sciences, Mahendergarh

Dr. Aditi Gupta
PhD Scholar, LPM, F.V.Sc&AH, SKUAST-Jammu

Introduction

Increasing population demands a sustainable and cheap source of nutrition. Poultry egg and meat are convenient, cheap and good source of nutrition. Along with nutritional benefits, poultry farming is providing employment to thousands of people and it is one of the attracting sector for entrepreneurs. At village level contract poultry farming is more adopted where farmer manage a flock of birds provided by company. In this type of farming feeding, housing and watering is managed by farmer while chicks, feed, vaccination and transportation are beared by the company. The company provide fixed price per kg of live weight to farmers. Instead of fascination associated with this farming there are several factors which decrease the profitability of this farming. Lack of scientific knowledge, proper training and improper management increase the mortality of chicks hence decrease the profit margin. In this article we discuss about the necessary action which should be taken to rear broiler under winter conditions.

Preparation of shelter before arrival of chicks

- The shed should be cleaned thoroughly 7 days before arrival of chicks. All the walls, spider webs and wire mesh should be cleaned.
- Walls, roof, floor of shed should be sprayed with disinfectant solution after drying of shed.
- Shed should be covered with plastic curtains to prevent the wind seepage inside the shed.
- After securing the shed from air, fumigate the shed using formalin and potassium permanganate (Kmno4). Close the doors for 24 hours and let the shed fumigate. 150 gm of Kmno4 mixed with 280 ml of formalin is sufficient to sterilize 1000 ft3 space.
- After fumigation open the room and curtains for 48

PIXIE AGRO

PIXIE AGRO INDUSTRIES PVT. LTD.

					
Baby Feeder	Chick Feeding Tray	Mini Chick Feeder	Feeder with Cone Extension and Grill	Jambo Male Parent	Male Parent
					
Jumbo Feeder with Cone Extension	Female Parent Feeder	Male Parent Feeder	Jumbo Female Parent Feeder	Pan Feeding	Chain Feeding

Pixie Agro Industries Pvt. Ltd.

Gali No. 1, Anand Vihar, Under Railway Flyover,
Hansi Road, KARNAL - 132001
Email: info.pixieagro@gmail.com | Mob: +91 90345 55500 | 97180 70952

hours to release formaldehyde gas from shed.

- Clean the foot bath and put disinfectant in it.

Preparation of brooder for chicks

- After preparation of shed, limit the entry in shed. Workers associated with brooding should be only allowed in shed.
- Brooder can be prepared one day before the arrival of chicks.
- Place the chick guards in circular fashion around heat source. Put the bedding material in the brooding area upto 6 inches. In winters extra 1-2 inch bedding material provide comfort to birds.
- Cover the bedding material with newspaper and place chick waters and chick feeders/trays.
- It is very important to maintain the temperature during brooding, farmers should arrange alternate heating source in case of electricity failure.
- Temperature and space require of chicks during brooding is given in table 1.

Feeding, Watering, Medication, Vaccination and general management of chicks

- After arrival of chicks, provide them glucose water to regain the energy and to release the stress faced during transportation.
- Exercise the chicks within brooder for absorption of yolk.
- For first day provide crushed maize on newspaper, and from day second provide feed in chick feeders or egg trays. Vaccination and medication schedule of chicks is given in table 2.
- Broilers gain weight very rapidly, because of rapid gain they are unable to bear body weight which may leads to lameness and paralysis in birds. To avoid the lameness and paralysis calcium should be provided to birds.
- The height of feeders and waterers should be adjusted to level of brim of birds to avoid sitting of birds near to waterers and feeders.
- Coccidiostats may be given to birds to prevent or treat the coccidial infection. Sudden death and abnormal behavior may be reported to veterinarian as soon as possible to avoid high mortality.
- Rack the litter everyday to avoid caking of litter. Litter should be dry during winters as birds avoid to rest on wet litter.

Age of Chicks	Medication/ Vaccination
1st day	Glucose water
2-4th day	Vitamin supplement
7th day	NCD/RD vaccination
14th day	IBD Vaccination

Proper knowledge of brooding, housing, feeding, vaccination and medication may help farmers to manage their flock properly. Proper management of broiler leads to timely weight gain, reduced mortality which ultimately increase the profit of farmers.

Figure 1 showing proper arrangement of brooder.

Age of Chicks	Temperature	Floor space
1st week	35 °C	100-120 cm2
2nd week	32.2 °C	250-300 cm2
3rd week	29.4 °C	
4th week	26.6 °C	
5th week	23.8 °C	700-800 cm2

pixie expomedia
CREATE • CONNECT • CONQUER

Poultry Planner & Dairy Planner

Monthly Magazine

Monthly Magazine's

THE NEW STANDARD
IN DEVELOPING TODAY'S BUSINESS

Advertise with us
Today
See your business
Growing

With Over
35,000+
Readership

The Magazine Covers all the latest news, articles, Product Launches, CSR, Press Releases, New Appointments, Latest Developments & a complete industrial overview.

Boost
YOUR BRAND
VISIBILITY
with us

PARTICIPATED EXHIBITION
ARTICLES
PRESS RELEASE
CSR's

ADVERTISEMENTS
MARKET REVIEW
INDUSTRY UPDATES
LATEST NEWS

www.pixie.co.in
+91 7419993001
www.facebook.com/poultryplanner123
www.facebook.com/dairyplanner123
www.linkedin.com/company/poultry-planner
www.linkedin.com/company/dairy-planner

Pixie Expomedia Pvt. Ltd.
C/o OmAng Hotel, Namaste Chowk, Near Janta Petrol Pump, KARNAL - 132001 (Haryana) INDIA
Email : poultry.pcsl@gmail.com, dairy.pcsl@gmail.com
Website : www.pixie.co.in
Marketing Division : +91 9991705007 / 741 999 3001

BIOSECURITY: WHAT IT IS AND WHY IT MATTERS

Biosecurity was originally defined by Koblentz (2010) as "a set of preventative measures designed to reduce the risk of transmission of infectious diseases".

This has since been updated and adopted into EU Animal Health Law (2016) as "the sum of management and physical measures designed to reduce the risk of the introduction, development and spread of diseases to, from and within an animal population, or in an establishment, premises or location (including modes of transport)."

In modern livestock production facilities, biosecurity includes all the preventative measures used to avoid contamination with biological agents. This includes measures taken to prevent the introduction of biological agents onto farms, and their subsequent spread.

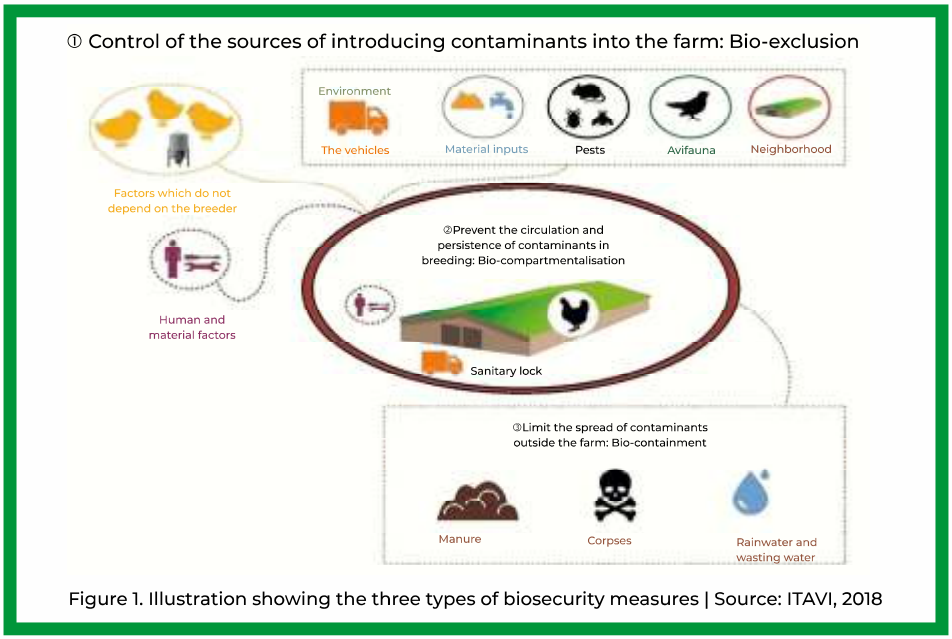


Figure 1. Illustration showing the three types of biosecurity measures | Source: ITAVI, 2018

Figure 1 illustrates the three types of biosecurity measures used by livestock producers.

1. Bio-exclusion - this aims to prevent and/or limit the introduction of new microbial, viral, or parasitic strains onto the farm.
2. Bio-compartmentalisation - this consists of measures used to reduce the spread of germs inside the farm.
3. Biocontainment - the means implemented to limit the risks of transmission outside the farm and possible propagation.

Bio-exclusion encompasses the external biosecurity, including factors such as human and material factors, the environment, vehicles, inputs including feed and water supplies, and pests.

Bio-compartmentalisation covers internal biosecurity, making sure that sanitary measures are followed to keep clean areas of the farm free from potential contaminants. This might involve implementing procedures for entering a poultry or swine house for example.

Finally, biocontainment ensures that waste products including manure, corpses and drain water are managed responsibly, and the risks of transmission of biological agents outside of the farm are minimized.

CARBON NEUTRAL

HUVEPHARMA

Inches ahead towards comprehensive environmental sustainability & zero carbon footprint

Mindful of the Environment

Our **Investment** of

269€ MILLION today has build **The Pathway** to **Carbon-Neutral Production**

Solar Panel instalations

2021	2022	2023	2024-2030
£15 Million	£35 Million	£70 Million	£80 Million

Green Hydrogen Plant	2023-2030	2024-2030	Geothermal Plant
	£19 Million	£50 Million	

Our Manufacturing Facilities will be Carbon Neutral by

HUVEPHARMA

Follow us at: Huvepharma SEA

www.huvepharma.com

HUVEPHARMA NV • UITBREIDINGSTRAAT 80 • 2600 ANTWERP • BELGIUM
P +32 3 288 1849 • F +32 3 289 7845 • Email: customerservice@huvepharma.com

HUVEPHARMA SEA • 42 • HARIDWAR • ROAD 2 A/B • KALYANI NAGAR • PUNE-6 • INDIA
P +91 20 2665 4193 • F +91 20 2665 5973 • Email: salesindia@huvepharma.com

Sources of contamination

There are numerous potential sources of contamination in livestock production units. It is important to identify all of them to implement suitable protective measures.

The main biosecurity risks are illustrated in Figure 2. The majority of these risk factors come from the movement of people, wildlife, domestic animals, pests, vehicles and equipment between farms and production units. At the same time, special attention must be paid to the management of waste products being transported off the site, including manure or slurry, corpses, and wastewater, which can all diffuse contaminants outside the farm.

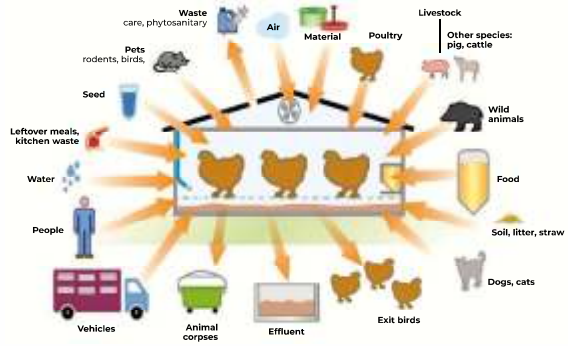


Figure 2. Main biosecurity risks on a livestock production unit | Source: IFIP, 2019

The different routes of contamination are shown in Figure 3. Contamination can be spread by vectors and reservoirs. Vectors carry disease from one host to another in one of two ways. Mechanical vectors transfer the pathogen on its body from one host to another but do not become infected themselves. Biological vectors become infected by the pathogen before passing it on and infecting other organisms.

The reservoir of an infectious agent is where the agent usually lives and multiplies. These can be living (e.g., a human) or non-living (e.g., soil or water).

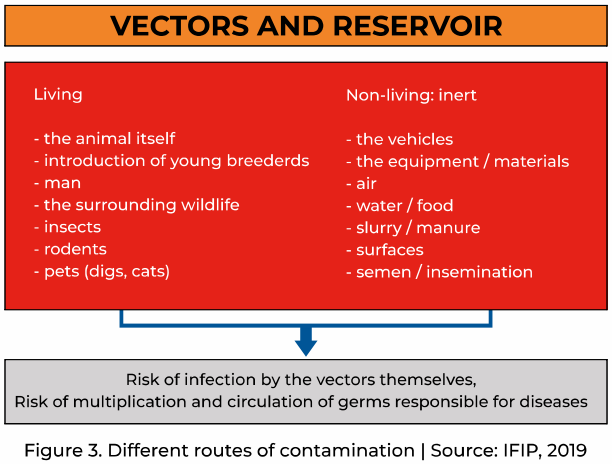


Figure 3. Different routes of contamination | Source: IFIP, 2019

The value of biosecurity

In many parts of the world, diseases including Foot and Mouth disease, African Swine Fever and Highly Pathogenic Avian Influenza (HPAI) have caused devastating economic losses. The appearance of such emerging or re-emerging diseases has fuelled the increase in biosecurity measures being implemented throughout the world. Growing consumer concern around food safety and increasing levels of globalization in the agriculture industry will only increase the importance of biosecurity.

Inadequate biosecurity measures may result in the spread of pathogens to other breeding units, or even to other geographical territories. Once a pathogen has reached a farm, the health of the animals will deteriorate leading to increased costs for treatments, and a decrease in the zootechnical & financial performance of the farm.

References are available on request.

UT-VENBIOL GOLD

MICROBIOLOGICAL FEED INGREDIENT

Bacillus subtilis DSM 32540 and
Bacillus amyloliquefaciens CECT 5940

Striving for immunized GUT, Healthy Digestion

EXCELLENT PERFORMANCE

Optimizes gut health

Prevents diseases

Enhance performance

Benefits

01 Improve gut health by supporting growth of gut friendly bacteria

02 Improve feed efficiency and Performance of the bird

03 Induces resistance to environmental transition stress impact on gut health

04 Replacement of AGP free feed production along with disease prevention

05 Higher and faster return on investment

06 The best immuno modulator and enrich appetite of bird

07 Inhibits growth of pathogens like Clostridium perfringens, Salmonella species and E. Coli

08 Introduction of secondary metabolites strengthens Villi integrity for effective nutrients absorption

Dosage

UT VENBIOL GOLD
500gm/ metric ton
of feed

Composition

Preparation of ***bacillus subtilis DSM 32540, bacillus amyloliquefaciens CECT 5940*** and calcium carbonate as a carrier with a minimum guaranteed concentration of $2X10^9$ CFU/gm of product.

Venky's

UTTARA IMPEX PVT. LTD.

Feed Supplement Division
Venkateshwara House, S. No. 114/4/2
Sinhgad Road, Pune, MH - 411030

For trade enquiry:

Contact no.- 020-71251840
Website- www.venkys.com
Uttara Impex Pvt Ltd

Innovative and Eco-Friendly Heating Solutions for Winter Poultry

Winter can be a challenging season for poultry farmers, as maintaining optimal temperatures for birds is critical to their health, productivity, and overall well-being. Traditional heating methods, while effective, often come with high energy costs and environmental concerns. However, with advancements in technology and a growing emphasis on sustainability, innovative and eco-friendly heating solutions are revolutionizing the poultry farming industry. Here, we explore some of these innovative approaches that not only help maintain a suitable environment for poultry during winter but also align with eco-friendly practices.

Understanding the Need for Effective Heating

Poultry, especially chicks and young birds, are highly sensitive to temperature fluctuations. Cold stress can lead to reduced feed intake, slower growth rates, lower egg production, and increased susceptibility to diseases. For farmers, this translates into financial losses and compromised flock health. Ensuring a consistent and comfortable temperature is essential to fostering healthy growth and optimal productivity.

Traditional heating systems such as gas or electric heaters are commonly used, but they often consume significant amounts of energy and contribute to high carbon emissions. In the face of rising energy costs and environmental concerns, finding sustainable heating alternatives is becoming a necessity rather than a choice.

Biomass Heating Systems

Biomass heating systems are a popular eco-friendly alternative gaining traction in poultry farming. These systems use organic materials such as wood chips, agricultural residues, or even poultry litter to produce heat. Biomass boilers are designed to burn these materials efficiently, converting them into heat energy for poultry houses.

One of the major advantages of biomass heating is its cost-

effectiveness, as many farmers can source biomass locally, reducing transportation costs. Additionally, using poultry litter as fuel not only provides heat but also helps manage waste effectively. This dual-purpose solution significantly reduces the environmental impact while ensuring that poultry houses remain warm and comfortable throughout the winter.

Solar-Powered Heating

Solar energy is another sustainable solution that has gained immense popularity in recent years. Solar panels can be installed to harness sunlight and convert it into energy for heating poultry houses. Solar-powered heating systems often include energy storage units, allowing excess energy generated during the day to be stored and used at night when temperatures drop.

The benefits of solar-powered heating go beyond cost savings on energy bills. These systems are environmentally friendly, reducing dependence on fossil fuels and minimizing greenhouse gas emissions. With government subsidies and incentives for renewable energy projects, solar heating has become a viable and attractive option for poultry farmers looking to adopt sustainable practices.

Geothermal Heating

Geothermal heating systems utilize the Earth's natural heat to maintain a stable temperature inside poultry houses. These systems work by circulating fluid through underground pipes to capture heat from the ground, which is then transferred to the poultry house through heat exchangers.

While the initial investment for geothermal systems can be high, their long-term benefits are significant. These systems are incredibly energy-efficient, with minimal operating costs once installed. They also provide consistent heating, regardless of external weather conditions, making them an excellent choice for regions with harsh winters. Additionally, geothermal systems have a low environmental footprint, making them a sustainable option for modern poultry farming.

Infrared Heating Systems

Infrared heating is another innovative solution that has proven to be effective and energy-efficient for poultry houses. Infrared heaters emit radiant heat, which warms the birds and their surroundings directly rather than heating the air. This targeted heating approach ensures that energy is used efficiently, reducing wastage.

Infrared heaters are especially beneficial for spot-heating specific areas, such as brooding zones, where young chicks require higher temperatures. These systems also improve air quality by reducing humidity and minimizing the spread of airborne pathogens, contributing to a healthier environment for the birds.

Heat Recovery Ventilation Systems

Heat recovery ventilation (HRV) systems are designed to maintain optimal indoor temperatures while improving air quality. These systems work by extracting warm air from inside the poultry house, recovering the heat, and using it to warm incoming fresh air. This process not only conserves energy but also ensures a consistent supply of oxygen-rich air, which is vital for the birds' respiratory health.

HRV systems are particularly useful in preventing cold drafts and maintaining a balanced temperature throughout the poultry house. They also help reduce moisture levels, minimizing the risk of damp conditions

that can lead to diseases such as coccidiosis or respiratory infections.

Eco-Friendly Insulation Solutions

While not a heating system per se, effective insulation plays a crucial role in reducing the need for supplemental heating during winter. High-quality, eco-friendly insulation materials such as sheep wool, recycled cotton, or cellulose made from recycled paper can help retain heat inside poultry houses.

By minimizing heat loss, insulation reduces energy consumption and ensures a stable and comfortable environment for the birds. Combining proper insulation with other eco-friendly heating solutions can significantly enhance energy efficiency and lower operational costs.

Smart Heating Systems

Advancements in technology have paved the way for smart heating systems that allow farmers to monitor and control temperatures remotely. These systems use sensors and automation to adjust heating levels based on real-time conditions inside the poultry house. Smart heating systems can be integrated with other environmental controls, such as ventilation and lighting, to create an optimal and energy-efficient environment for poultry.

By using data analytics, smart systems can also help identify patterns and optimize energy usage, further reducing costs and environmental impact. The ability to monitor conditions remotely provides farmers with greater control and peace of mind, especially during extreme weather conditions.

Government Support and Incentives

The adoption of eco-friendly heating solutions often requires significant initial investment. However, various government programs and subsidies are available to support farmers in transitioning to sustainable practices. Incentives for renewable energy projects, low-interest loans, and grants for energy-efficient equipment can help offset the costs and encourage widespread adoption of these innovative solutions.

As the poultry farming industry continues to evolve, adopting innovative and eco-friendly heating solutions has become a critical aspect of sustainable and profitable operations. From biomass and solar-powered systems to geothermal and infrared heating, these technologies offer practical and environmentally responsible ways to maintain optimal conditions for poultry during winter.

By embracing these solutions, farmers can not only enhance the health and productivity of their flocks but also contribute to global efforts to combat climate change. The future of poultry farming lies in balancing efficiency, sustainability, and profitability—a goal that is well within reach with the adoption of these cutting-edge heating innovations.

Winter Management in Poultry: A Crucial Aspect for Success

As the winter season sets in, it brings a unique set of challenges for poultry farmers. Maintaining optimal bird health, ensuring consistent egg production, and managing feed costs can become daunting tasks without proper planning. Effective winter management in poultry is not merely a necessity but a cornerstone of a successful poultry business. Here, we delve into various strategies and practical tips that can help poultry farmers navigate the winter months efficiently.

Understanding Winter Challenges in Poultry Farming

The cold weather can adversely affect poultry in multiple ways. Some common issues include:

- **Decreased Egg Production:** The shorter days and lower temperatures during winter can disrupt the laying cycles of hens, leading to reduced egg production.
- **Feed Conversion Efficiency:** Birds expend more energy to maintain body heat in colder temperatures, resulting in increased feed consumption and reduced feed conversion efficiency.
- **Respiratory Issues:** Poor ventilation in enclosed spaces can lead to the accumulation of ammonia and other harmful gases, increasing the risk of respiratory problems.
- **Frostbite:** Extremities such as combs, wattles, and toes are susceptible to frostbite in extremely cold conditions.
- **Reduced Growth Rates:** Chicks and broilers may experience stunted growth due to the additional energy required to combat cold stress.

Housing and Shelter Management

- **Insulation:** Ensure the poultry house is well-insulated to minimize heat loss. Use materials such as straw, wood shavings, or foam boards to line walls and ceilings.
- **Ventilation:** While keeping the house warm is

important, maintaining adequate ventilation is equally crucial. Proper airflow prevents the buildup of ammonia and moisture without causing drafts.

- **Draft Prevention:** Inspect for gaps, cracks, or openings in the walls, doors, and windows. Seal these to prevent cold air from entering the poultry house.
- **Lighting:** The shorter daylight hours in winter can affect egg production. Supplement natural light with artificial lighting to provide 14-16 hours of light per day.
- **Deep Litter System:** Implementing a deep litter system helps generate heat through microbial activity. Maintain a depth of at least 6 inches and regularly turn the litter to keep it dry and aerated.

Temperature Regulation

Maintaining an optimal temperature in the poultry house is vital for bird health and productivity.

1. **Brooders:** For chicks, use brooders or heating lamps to maintain a temperature of 90-95°F during the first week, gradually reducing it by 5°F each week.
2. **Heating Systems:** Install space heaters or infrared heaters to provide warmth. Place these at strategic locations to ensure uniform heat distribution.
3. **Monitoring:** Use thermometers to monitor temperature levels. Place them at bird height to get accurate readings.

Nutritional Adjustments

Cold weather increases birds' energy requirements, necessitating adjustments in their diet:

1. **Higher Energy Feed:** Include energy-dense ingredients such as corn, soybean meal, or animal fat to meet the birds' increased caloric needs.
2. **Protein Levels:** Ensure sufficient protein in the diet to support growth and egg production. Layer feed should contain at least 16-18% protein.
3. **Supplements:** Provide vitamins and minerals, especially vitamin D, to counteract reduced sunlight exposure.
4. **Warm Water:** Offer lukewarm water to prevent freezing and encourage water consumption. Ensure water is cleaned regularly and free of ice.

Disease Prevention

- **Vaccination:** Ensure birds are vaccinated against common winter diseases such as Newcastle disease and infectious bronchitis.
- **Hygiene:** Regularly clean and disinfect the poultry house, feeders, and drinkers to reduce pathogen load.
- **Biosecurity:** Limit access to the poultry house and implement strict biosecurity measures to prevent disease introduction.
- **Ammonia Control:** Use absorbent bedding materials and ensure proper ventilation to minimize ammonia levels.

Stress Management

Stress can weaken the immune system, making birds more susceptible to diseases. To reduce stress:

1. **Avoid Overcrowding:** Provide sufficient space for birds to move freely and avoid stress from competition.
2. **Handle Gently:** Limit handling and disturbances to minimize stress during feeding or inspection.
3. **Enrichment:** Provide perches, dust baths, or other forms of environmental enrichment to keep birds engaged.

Frostbite Prevention

Frostbite is a common concern in freezing temperatures. To protect birds:

- **Apply Petroleum Jelly:** Coat combs, wattles, and toes with petroleum jelly or a similar substance to prevent frostbite.
- **Elevate Roosts:** Ensure roosting bars are above ground level to keep birds away from the cold floor.
- **Foot Bath:** Place a straw-covered mat or shallow foot bath with warm water near the entrance to prevent feet from freezing.

Emergency Preparedness

Unforeseen circumstances such as power outages or extreme weather can disrupt operations. Prepare in advance:

1. **Backup Power:** Invest in a generator to ensure uninterrupted heating and lighting.
2. **Stockpile Supplies:** Maintain a reserve of feed, bedding, and fuel for emergencies.
3. **Contingency Plan:** Develop an action plan to address potential crises, including evacuations or alternative shelter arrangements.

Monitoring and Record-Keeping

1. **Daily Checks:** Inspect birds daily for signs of illness, stress, or frostbite.
2. **Production Records:** Track feed consumption, egg production, and mortality rates to identify trends and take corrective actions.
3. **Environmental Logs:** Record temperature, humidity, and ammonia levels to ensure optimal conditions.

Winter management in poultry farming is a multifaceted challenge requiring careful planning and execution. By focusing on housing, nutrition, disease prevention, and stress reduction, farmers can safeguard their flocks from the adverse effects of cold weather. Moreover, adopting innovative practices such as the deep litter system or supplemental lighting can significantly enhance productivity and profitability. With the right approach, winter can be transformed from a season of struggle into an opportunity for success in poultry farming.

Winter Poultry Nutrition and Feed Management

Winter presents unique challenges for poultry farmers, particularly when it comes to nutrition and feed management. As temperatures drop, poultry require more energy to maintain body heat, which directly impacts their dietary needs and overall health. Effective winter feed management ensures not only the survival but also the productivity of the flock during this critical season. This article explores strategies for optimizing poultry nutrition and feed management during winter.

The Importance of Adjusted Nutrition in winter

Cold weather increases the energy requirements of poultry as they expend more calories to stay warm. If these needs are not met, birds may experience weight loss, reduced egg production, and weakened immunity. Providing a balanced diet that meets their nutritional demands is essential to maintain their health and productivity.

Protein, carbohydrates, fats, vitamins, and minerals play critical roles in poultry nutrition. In winter, energy-dense feeds become a priority to help bird's combat cold stress. However, it's equally important to ensure that all other nutritional components are balanced to prevent deficiencies and support overall well-being.

Energy-Rich Feed for Cold Weather

One of the key adjustments in winter feed management is increasing the energy content of the diet. Energy-dense feeds such as corn, barley, and wheat are excellent choices for poultry during colder months. These grains provide the calories needed to generate body heat.

Adding fats to the diet is another effective way to boost energy levels. Vegetable oils or animal fats can be mixed into the feed to increase caloric density without significantly increasing the volume of feed. However, it's important to use fats in moderation to prevent digestive issues.

Protein for Growth and

Maintenance

While energy is critical, protein remains an essential component of poultry diets in winter. Protein supports growth, feather production, and overall maintenance of the birds. Feathers play a crucial role in insulation, and adequate protein intake ensures healthy feather development and replacement.

Soybean meal, fish meal, and other protein-rich ingredients should be included in the diet. Balancing amino acids, particularly methionine and lysine, is also important for optimal protein utilization.

Vitamins and Minerals: Essential Micronutrients

Vitamins and minerals are vital for maintaining the immune system and overall health of poultry, especially in winter when birds are more susceptible to stress and disease.

- **Vitamin A:** Supports vision, skin health, and immune function.
- **Vitamin D:** Crucial for calcium absorption and bone health, especially important for laying hens.
- **Vitamin E:** Acts as an antioxidant, supporting immune health.
- **Selenium and Zinc:** These trace minerals enhance immune responses and overall resilience to cold stress.

Supplements can be added to the feed to ensure that birds receive adequate amounts of these essential nutrients. Electrolyte and vitamin supplements in water are also beneficial, particularly during extreme cold spells.

Importance of Fiber and Digestibility

Fiber plays a dual role in poultry diets during winter. While it aids in digestion, excessive fiber can reduce the overall energy density of the diet. Balancing fiber levels is crucial to ensure that the diet remains energy-efficient while promoting gut health.

Ingredients such as wheat bran or rice husk can be included in small amounts to provide fiber without compromising digestibility. Enzyme additives may also be used to enhance the digestibility of feed ingredients and improve nutrient absorption.

Feed Intake and Feeding Frequency

Poultry tend to consume more feed during winter to meet their increased energy needs. Farmers should monitor feed intake closely and adjust quantities accordingly. Providing fresh, palatable feed at regular intervals encourages consumption and prevents wastage.

Dividing daily feed into multiple smaller meals can be particularly effective in cold weather. This approach helps maintain consistent energy levels and ensures that all birds have equal access to feed. Automatic feeders can also be used to distribute feed evenly throughout the day.

Access to Clean Water

Water is an often-overlooked but critical aspect of winter nutrition. Birds need access to clean, unfrozen water at all times. Dehydration can lead to reduced feed intake and impaired digestion, further exacerbating cold stress. Using water heaters or insulated drinkers can prevent water from freezing. Regularly checking and refilling waterers is essential to ensure a continuous supply.

Special Considerations for Layers and Broilers

- **Layers:** Egg production requires significant energy and calcium. In winter, layers should receive a calcium-rich diet to support eggshell

formation. Oyster shells or limestone can be added as a calcium supplement.

- **Broilers:** Rapid growth in broilers demands a diet rich in protein and energy. Adjusting feed formulations to meet these requirements ensures healthy weight gain and optimal feed conversion rates.

Role of Feed Additives

- Probiotics and Prebiotics: Support gut health and improve nutrient absorption.
- Antioxidants: Protect cells from oxidative stress caused by cold temperatures.
- Immune Boosters: Strengthen the birds' ability to fight off infections.

Managing Feed Storage in Winter

Proper storage of feed is crucial to maintain its quality and nutritional value. Moisture and mold can compromise feed safety, leading to health issues in poultry. Storing feed in a dry, well-ventilated area and using airtight containers can prevent contamination. Regularly inspecting feed for signs of spoilage is also important.

Environmental Factors and Their Impact

The poultry house environment significantly affects feed management. Maintaining an optimal temperature within the poultry house reduces the birds' energy expenditure on thermoregulation, allowing them to utilize nutrients more effectively.

Eco-friendly heating solutions, proper insulation, and ventilation systems can help maintain a comfortable environment. Reducing drafts and providing adequate bedding also contribute to minimizing cold stress.

Winter nutrition and feed management are critical components of successful poultry farming during colder months. By adjusting diets to meet increased energy demands, providing balanced nutrition, and ensuring access to clean water, farmers can help their flocks thrive despite the challenges of winter.

Incorporating energy-dense feeds, protein-rich ingredients, essential vitamins and minerals, and appropriate feed additives ensures the health, productivity, and well-being of poultry. Coupled with effective environmental management, these strategies pave the way for a productive and profitable winter season for poultry farmers.

Poultry Federation of India Team Participates in Poultry India 2024 Exhibition, Hyderabad

Poultry India 2024 Expo, held at the HITEX Exhibition Complex, Hyderabad, from November 27–29, 2024, showcased the theme "Let's Shape the Future of Poultry Farming Together." The event attracted over 40,000 trade visitors, including a significant number of poultry farmers, who explored the latest innovations in the industry. Exhibitors presented advanced feed solutions, automation technologies, and modern poultry management systems, accompanied by live demonstrations that provided practical insights for enhancing farm operations. Numerous new product launches highlighted the industry's unwavering commitment to sustainability and operational efficiency. Farmers engaged directly with exhibitors and industry experts to discuss challenges and identify tailored solutions for their specific needs.

The Poultry Federation of India (PFI) Team maintained a notable presence at the Poultry India 2024 Expo. Mr. Jagdish, PFI Office Manager, actively engaged visitors at the PFI booth throughout the three days, providing updates on PFI's initiatives. The PFI leadership team, comprising Mr. Ranpal (Bittu) Dhanda, President; Mr. Sanjeev Gupta, Vice President (HQ); Mr. Ravinder Sandhu, Secretary; and Mr. Ricky Thaper, Treasurer, besides most of the other PFI Executive Committee Members, interacted with exhibitors and industry stalwarts. They also extended invitations for PFI's 35th Annual General Meeting, scheduled to be held at Hotel Leela Ambience, Gurgaon, from December 27–29, 2024.

Poultry India 2024 reaffirmed its position as a premier platform for discovering cutting-edge technologies, networking with industry leaders, and engaging in discussions about the future of poultry farming and agriculture. Attendees lauded

the event's well-organized arrangements, while delegates expressed satisfaction with the meaningful connections and opportunities the exhibition offered. The PFI team congratulates Mr. Uday Singh Bayas, the young and dynamic president of IPEMA; Poultry India Stalwarts Mr. Anil Dhumal, Mr. Harish Garware, Mr. Chakradhar Rao; and other IPEMA executive members for the grand success of Poultry India 2024. The expo continues to be recognized as one of the largest and most impactful poultry exhibitions in South Asia and Southeast Asia, fostering innovation and growth within the industry.









PFI

PFI

PFI

PFI



PFI

PFI


POULTRY FE RATION
OF I A
POULTRY FE
OF IN

Multiple toxin challenges in feed and its solution

Technical session organized by Venky's India Limited

Venky's India Limited Organized Technical Seminars across few zones in India from the 9th to 13th of December 2024 at Hotel Sayaji, Pune, Radisson blu, Bangalore, Nala Hotels, Namakkal, and Le Meridien, Coimbatore. Dr Joseph Garcia, technical manager, Special Nutrient, USA was expert guest speaker. The theme of the seminars was **"Multiple toxin challenges in feed and its solution"**

Dr. Joseph Garcia started his presentation on "Toxin in Poultry" by showing some Photographs of the post-mortem lesions caused by mycotoxicity in poultry. These Photographs of post-mortem lesions give a clear idea about different lesions in different organs by different mycotoxins. He also talked about the prevalence of different toxins in the feed & presented updated data on its prevalence around the world and its Indian scenario and how Biobantox and Biobantox Plus can play a critical role in toxicity prevention and management in poultry.

Afterwards, Dr. Joseph Garcia updated about the endotoxins and their consequences in poultry production. The endotoxins disrupt gut health in poultry. Endotoxins, also known as lipopolysaccharides (LPS), are part of the outer membrane of the cell wall of all gram-negative bacteria (e.g. E. coli, Salmonella spp., Shigella spp., Pseudomonas spp., among others) that are released from bacterial cell wall by shedding or through bacterial lysis. As the gram-negative bacteria are part of poultry microbiota, lipopolysaccharides (LPS) are also present in the intestine. Under eubiosis, this does not affect animals negatively because intestinal epithelial cells are poorly responsive to Lipopolysaccharides (LPS) when stimulated from the apical side.

Endotoxins are released in systemic circulation from gram-negative bacteria whenever we use antibiotics against these gram-negative bacteria. This released endotoxin in the systemic circulation of birds affects their health and reproduction. In vitro and in vivo studies of Biobantox Plus have shown binding efficiency against endotoxins (Lipopolysaccharides). Endotoxins, Pesticides, and Mycotoxins adversely affect the immune system and performance of the birds. He concluded that Biobantox Plus is very effective in binding Endotoxin along with the adsorption of mycotoxins and pesticides, thus keeping the bird's health in good condition.

Dr. Joseph Garcia also mentioned immunosuppression caused by mycotoxins and subsequent vaccine failures. He emphasized that one should be very careful while selecting a toxin binder as some agents such as activated charcoal if included as a toxin binder may have deleterious effects on health by binding the nutrients such as vitamins and minerals from the feed. Biobantox Plus takes care of

mycotoxins, Endotoxins & Pesticides and helps in maintaining optimal health of the birds resulting in better performance.

The seminars at Bangalore, Namakkal, Coimbatore, and Pune were attended by field veterinarians, broiler breeders, broiler integrators, and layer farmers. At Bangalore, Namakkal, and Coimbatore Dr. N. Baburaj (Deputy General Manager sales and marketing) gave an introductory speech and was introduced by Dr. Garcia while at Pune Dr. Vishwas Sagajkar (Deputy General Manager sales and marketing) gave an introductory Speech. Appreciable efforts were taken by Dr. Hemant Murade (Deputy General Manager sales) , Mr Ram Ghate (Assistant General Manager Sales, West Zone), Mr R.D Lokesh (Zonal manager, South II), Mr M. Babu (Senior Regional Sales Manager South II), Mr Murugesan (Zonal Manager), Mr Umapathi, Mr Chinnaraj (Senior Zonal Manager), and Mr Shahaji Huda (Zonal Manager) for arranging the program at various places. The seminars were guided by Mr Deepak Khosla, General Manager Sales and Marketing, Venky's India Ltd.

In the end, Dr. Vishwas Sagajkar thanked everyone for attending the seminar and concluded with positive results and excellent ROI of Biobantox and Biobantox Plus in poultry feed.

The seminar received a massive response from poultry farmers, veterinarians, and consultants. In all the seminars queries from the participants were discussed in detail. Farmers and veterinarians were happy with the updates and solutions given by Dr. Joseph Garcia on multiple toxins.

Performance Enhancing Concept for Commercial Poultry

Technical session organized by Venky's India Limited

Venky's India Limited organized technical seminars in second week of January at Hotel Noor Mahal, Karnal (6th Jan), Hotel Days, Panipat (7th Jan), Hotel Babylon Capital Raipur (8th Jan), and Hotel Radisson Blu, Bangalore (9th Jan). Mr Koastas Syriopoulos, an expert on animal nutrition and feed technologists from Switzerland was the guest speaker. The theme of the seminars was **"Performance Enhancing Concept for Commercial Poultry"**

Mr Koastas began the presentation with a product introduction. He discussed the composition and the significance of each ingredient. He described how aromatic essential oils and pungent chemicals in NATEXT aid nutrient digestion and absorption. Saponins in NATEXT assist in minimizing ammonia release and emissions. Additionally, it boosts immunity. NATEXT also possesses antioxidant properties.

Mr Koastas then demonstrated several efficacy trials on various layer and broiler birds undertaken in other countries and in India as well. NATEXT plays key role in improving digestion and assimilation of key nutrients including calcium and phosphorus. Every study demonstrated greater performance and lower ammonia reduction with improved FCR. Return on investment was also provided in an Indian trial, demonstrating the benefits of NATEXT use.

Later on, Dr. Raetus, who has a PhD in biochemistry, detailed the product manufacturing process. He explained the iso-fusion technology and its importance in making effective delivery of phytogenic compounds.

Following his presentation, Dr. Vishwas Sagajkar (Deputy General Manager sales and marketing) and Dr. N. Baburaj (Deputy General Manager sales and marketing) translated and explained the concepts in their respective states' native languages, Hindi and Kannada.

All the seminars were attended by field veterinarians, broiler breeders, broiler integrators, and layer farmers. An introductory speech about the concept and speaker was given by Dr. Vishwas Sagajkar at Raipur while in Bangalore Dr. N. Baburaj gave given introduction. Mr. H.S. Padda (Deputy General manager Marketing North zone) has given opening remarks for Karnal and Panipat seminars. Arrangements were by the following people Mr Shashi Bhushan Kumar (Assistant General Manager, North zone); Mr Sandeep Saini (Senior Regional Sales

Manager); Mr Yash Munjal; Mr Banwala (at Karnal), Mr Shashi Bhushan Kumar; Mr Kailash; Mr Manoj Kadyan (Panipat), Abhishek Gupte (Zonal Manager Sales Central Zone) and Ashutosh Singh (Raipur) while Mr Babu (Regional Sales manager); Mr R.D. Lokesh (Zonal Manager) and Mr Rajesh Pai (Regional Sales Manager) at Bangalore.

In the end, Dr Vishwas Sagajkar thanked everyone for attending the seminar and concluded with a positive note. The seminars were guided by Dr. Deepak Khosla, General Manager Sales and Marketing, Venky's India Limited.

The seminar received a massive response from poultry farmers, veterinarians, and consultants. In all the seminars queries from the participants were discussed in detail.

Farmers and veterinarians were happy with the new concept and approach of phytogenic in improving performance of poultry.

VENKATESHWARA
B.V. BIOCORP

Venkateshwara B. V Biocorp Pvt. Ltd organized Layer Farmer meeting on "Organic trace mineral nutrition and gut health management" at Kurukshetra, Haryana

Venkateshwara B. V Biocorp Pvt. Ltd organized layer farmer meetings on "concept and importance of organic trace minerals in layer nutrition and gut health management" on 20th Dec. 2024, Kurukshetra, Haryana.

Mr. H S Padda –DGM, North India welcomed to all layer farmers.

The technical session started with presentation on "Concept and importance of organic trace minerals in layer nutrition" Dr. Sunil Jadhav, Venkateshwara B. V Biocorp Pvt. Ltd. He discussed about concept of inorganic and organic trace minerals, chelation technology designed to improve mineral bioavailability. In trace minerals, bioavailability is the key for achieving optimum performance.

Organic trace minerals (OTM) have been increasingly used in layer feed due to its higher bio-availability. Feeding highly bio-available organic trace minerals is important for prevention of egg shell breakage, dirty egg, better egg quality, improve egg production and bone development. Further, in egg shell mineralization process, sufficient level of Zn, Cu and Mn plays very critical role. Organic trace minerals come in various forms and structures, but selecting the best one to optimize the bird's performance is the key. OTMIN-CL is a bis-chelate MHA (methionine hydro-analogue) organic trace minerals, designed as per requirement of modern laying hens to support health and egg shell quality in long laying cycle.

Dr. C B Pande, Lallemand Animal Nutrition, France, discussed about importance of Gut health management and gut microbiota. How critical is the early development of gut health and strategies to develop the digestive system in early life. He explained that development of early gut microflora is very important for chicks as the digestive tract environment is practically sterile at the time of hatching. The microflora in the gastro intestinal tract grows slowly after hatching. Also, he discussed about unique probiotic formulation product Bactosacc for better gut health, reduction in % of dirty egg, and Bactosacc also improves breast muscle thickness development in rearing period, which is crucial for peak production and consistency of laying.

This technical seminar was very insightful for all layer farmers. **Mr. Shashi Bhushan,** proposed vote of thanks.

VENKATESHWARA B.V. BIOCORP

Venkateshwara B. V Biocorp Pvt. Ltd conducted technical seminars on Pumipro- a unique probiotic for commercial broilers

Venkateshwara B. V Biocorp Pvt. Ltd conducted 4 technical seminars on Pumipro for broiler integrators at Nashik, Hyderabad, Kolkata and Karnal in Dec. 2024.

On 16th Dec. 2024, Nashik, Maharashtra.

The seminar opened with an impactful presentation by **Dr. Ivan Rychlik** on addressing understanding the gut micro-biota in chickens. Then **Dr. C. B Pande**, technical consultant, Lallemand Animal nutrition, France shared insightful information on Pumipro product, discussed about unique strain of Bacillius Pumilus as a ideal probiotics enzymatic activity in commercial broilers for improving gut health and performance. Afterwards, **Dr. Sunil Nadgauda**, Venkateshwara B. V Biocorp Pvt. Ltd discussed about field trials report on Pumipro and its beneficial effect as compared to Bacillus Subtilis on broiler growth performance and feed conversion.

On 17th Dec. 2024, Hyderabad.

The seminar kicked off with opening remarks by **Mr. Deepak Khosla**, GM-Marketing, Venworld. His wise words and insightful advice on the emerging diseases, antibiotics awareness that pushing the Indian poultry into greater economic depression were invaluable. He shared his thoughts on how poultry industry is shifting towards use of probiotics for improving gut health of chickens as well as considering food safety measures. The seminar started with an impressive

presentation by **Dr. Ivan Rychlik** on addressing the gut microbiota in chickens. Then **Dr. C. B Pande**, technical consultant, Lallemand Animal nutrition, France discussed importance of probiotics and how Pumipro product helps to enhance profit and diminish the losses in commercial broilers. Thenafter, **Dr. Datta Kulkarni**, Venkateshwara B. V Biocorp Pvt. Ltd addressed regional field trials on Pumipro product, discussed significant impact of Bacillus Pumillus on broiler average body weight gain and FCR as compared to Bacillus Subtilis.

On 18th Dec. 2024, Kolkata.

The programme began with warm welcome and opening speech by Mr. Deepak Khosla, GM-Marketing, Venworld provided invaluable insights into the challenges and solutions for optimizing birds performance and tackling antimicrobial resistance – issues of paramount importance in today's poultry industry. After opening remarks, **Dr. Ivan Rychlik** addressed the importance of gut micro-biota in chickens. Then **Dr. C. B Pande**, technical consultant, Lallemand Animal nutrition, France discussed regarding how Bacillus Pumillus strain helps to modulate the gut microbiota balance by enhancing beneficial bacteria and limiting undesirable bacteria. **Dr. Datta Kulkarni**, Venkateshwara B. V Biocorp Pvt. Ltd addressed regional field trials on Pumipro product, discussed beneficial effect on growth performance of Bacillius Pumillus compared to Bacillus Subtilis.

On 20th Dec. 2024, Karnal, Haryana

The program was meticulously orchestrated. The seminar started with presentation by **Dr. Ivan Rychlik** discussed how gut micro-flora is important for healthy chicken. **Dr. C. B Pande**, technical consultant, Lallemand Animal nutrition, France shared powerful presentation on Pumipro product, discussed how Pumipro makes an exclusive probiotics globally that has both probiotic as well as enzymatic activity (protease and lipase) which have dual benefits in commercial broilers.

Dr. Sunil Jadhav addressed zootechnical performance of Pumipro, showing better growth performance of Bacillus Pumillus vs. Bacillus Subtilis.

These technical seminars were very insightful for all broiler integrators.

VENKATESHWARA B.V. BIOCORP

Venkateshwara B V Bio-Corp Private Limited organised Farmers meetings on “Composite view on Commercial Layer & Broiler Breeder Nutrition”

Venkateshwara B V Bio-Corp Pvt Ltd organized Technical meetings for Layer and Broiler Breeder Farmers. The first meeting, titled **"Composite View on Layer Nutrition,"** was held on Thursday, December 26th, 2024, at Hotel JP Cardial in Bangalore. The second meeting, focusing on **"Composite View on Broiler Breeder Nutrition,"** was held on Friday, December 27th, 2024, at The Elite Radisson Individuals in Narasapura, Kolar. The technical meetings were attended by Layer and Broiler Breeder farmers of the respective areas.

Mr. M Babu, Senior Regional Sales Manager, welcomed the Speaker, guests and all attendees.

In the first meeting **Dr. Sunil Nadgauda**, Deputy General Manager of Nutritional Services at Venkateshwara B V Bio-Corp Pvt. Ltd. shared his expert insights on various critical aspects of layer nutrition, covering topics such as the genetic potential of BV300, the importance of early chick nutrition and gut health. He discussed about the significance of early laying nutrition for maximizing peak production and ensuring consistency. He also stressed the importance of body weight monitoring during the rearing period and its direct impact on laying productivity.

In addition, Dr. Nadgauda discussed the crucial role of gut health and factors influencing the birds' gut microbiota, highlighting its impact on overall productivity. He discussed about **EGGXTRA 5% Layer Composite Premix** as an innovative and simple solution to simplify the feed manufacturing process, ensuring accuracy in additive proportions and boosting productivity. The benefits of using this premix to enhance egg production efficiency with optimization of cost were also elaborated.

In the second meeting **Dr. Sunil Nadgauda**, Deputy General Manager – Nutritional Services, delivered an in-depth presentation on the importance of effective breeder nutrition and discussed several key topics essential for enhancing productivity and efficiency in Broiler Breeder farming.

Dr. Nadgauda's presentation covered the importance of achieving uniformity in broiler breeders and the critical role of good flock management. He also delved into the physiological stages of development in breeders. Emphasizing feed and body weight management during the growing and laying phases in female breeders, he provided practical strategies to optimize production.

Furthermore, Dr. Nadgauda shared various strategies to control feed

costs and simplify the feed manufacturing process, ensuring accuracy and minimizing errors. He discussed about the **VCOMIX 5% Breeder Composite Premix** as an innovative solution that provides additives in the required proportions, helping to boost productivity and improve overall feed efficiency. The benefits of using this premix were also discussed in detail.

The event served as a platform for knowledge sharing and fostering a deeper understanding of layer and broiler breeder nutrition, equipping poultry farmers with the tools and insights needed to improve their operations.

Throughout the both sessions, Dr. Nadgauda addressed numerous queries from the attendees, offering expert advice on poultry nutrition and management, further enhancing the value of the seminar for the farmers.

Towards the end of session, **Dr. N Baburaj**, Deputy General Manager discussed about modern broiler growth performance parameters and advised to follow the biosecurity at all stages to improve productivity. As an important tool in biosecurity, vaccination is playing crucial role in poultry production.

He introduced **VENGEM** – an inactivated vaccine against Low Pathogenic Avian Influenza. He also discussed about the importance of VENGEM vaccine to prevent financial losses in poultry production.

Dr. Priti Mijgar, Product Executive - Marketing also attended both the meetings and discussed about 5% Composite Premix with farmers and addressed their nutritional queries.

The event concluded with a vote of thanks from **Mr. RD Lokesh**, Zonal Manager at Venkateshwara B V Bio-Corp Pvt. Ltd., who expressed appreciation to all attendees and contributors. The local Venworld Team successfully organized this informative and engaging technical seminar.

CLFMA OF INDIA hosted a significant collaborative meeting organized by BCC & US Grains Council (USGC)

On Tuesday, 14th January 2025 CLFMA OF INDIA and BCC co-hosted a significant joint event organized by the Broiler Coordination Committee (BCC) and the US Grains Council (USGC) at Coimbatore. Viz. The meeting brought together top officials from the US Grains Council (USGC), Verity Ulibarri, Chairwoman, U.S. Grains Council, Amy France, Board Chair, National Sorghum Producers, Mark Wilson, Vice Chairman, U.S. Grains Council, Ethan Miller, Vice Chairman, United Sorghum Checkoff Program, Jay Reiners, Secretary-Treasurer, U.S. Grains Council, David Schemm, President, Arrow S Farms, Brent Boydston, Past Chairman of the Board, U.S. Grains Council, Clint White, Director of Communications, United Sorghum Checkoff Program, Tim Lust, CEO, United Sorghum Checkoff Program, Ryan LeGrand, President and CEO, U.S. Grains Council, who traveled from the USA & Reece Cannady, Regional Director – South Asia, U.S. Grains Council, Amit Sachdev, Regional Consultant, U.S. Grains Council, Nayantara Anandani Pande, Marketing Specialist, U.S. Grains Council, Sonjoy Mohanty, Senior Ethanol Advisor, U.S. Grains Council from New Delhi along with key representatives from Tamil Nadu's poultry sector, including members of the BCC, also Sri. MRI Magdum, Dr. Harshakumar Shetty, Dr.Nagabhushan from Venkateshwara Hatcheries Ltd. and members from PFRC, graced the occasion, making it a noteworthy gathering of industry leaders.

The primary focus of the event was to discuss the current grain supply and demand dynamics in both India and the USA. The US Grains Council (USGC) team presented insightful updates on recent advancements in crop production and emerging technologies used in agriculture, showcasing their potential benefits for the animal feed sector.

CLFMA Treasurer, Mr. R. Ramkutty warmly welcomed all the delegates and attendees, expressing their gratitude for the US Grains Council (USGC's) long-standing commitment to the Indian animal feed industry.

Dr Harshakumar Shetty updated all on the statistics of grains in India and its forecast. He also highlighted the need for alternative feed ingredients and that further study needs to be conducted on alternatives like Sorghum. Dr. Shetty emphasized the importance of conducting field trials to assess its viability and its economic impact. It was extremely enlightening for the gathering on the data presented by Dr. Harsha Kumar Shetty.

Mr. Divya Kumar Gulati, Chairman of CLFMA OF INDIA, highlighted the pressing issues of grain and

corn shortages, emphasizing the critical need to address these challenges for the sustainability of the livestock sector. As the apex chamber representing the livestock industry, CLFMA serves as the unified voice of the sector, consistently advocating for its concerns with the Government of India to secure a sustainable future. CLFMA Chairman Mr. Divya Kumar Gulati also underscored the importance of treating poultry farmers, aqua farmers, and dairy farmers on par with agricultural farmers, acknowledging their significant contributions to the economy and food security. He particularly emphasized the need to spotlight the poultry, dairy, and aquaculture sectors for their pivotal roles in fostering growth and innovation. Additionally, he recognized and appreciated the collaborative efforts within the industry to drive innovation and address key challenges.

A central topic of discussion revolved around the challenges faced by the Indian poultry industry in sourcing corn and other grain alternatives. The Broiler Coordination Committee (BCC) Chairman Mr. R. Laxmanan addressed the assembly, highlighting the importance of exploring alternative grain sources to ensure a sustainable supply chain. Complementing this, Sri. MRI Magdum, Dr. Harshakumar Shetty, Dr. Nagabhushan key officials from Venkateshwara Hatcheries Ltd. further elaborated on the potential of sorghum as a promising substitute for corn in poultry diets and the need for its evaluation.

Price parity of various US grains, their derivatives, and closing grain inventories were key areas of deliberation during the meeting. As a gesture of appreciation, mementos were presented to the US Grains Council (USGC) delegates and VHL representatives by CLFMA OF INDIA, Broiler Coordination Committee (BCC) & Niswin Enterprises.

The event concluded on a high note with a dinner hosted by Shanthi Feeds, providing an excellent opportunity for networking and camaraderie among the attendees.

This collaborative initiative underscored the importance of global partnerships in strengthening the Indian poultry industry and ensuring its resilience in the face of evolving challenges.


New Beginnings
Opportunities
Friends

OPTIMA

Optima Life Sciences Pvt. Ltd. Celebrates 14th Foundation Day with Enthusiastic Festivities

Jejuri, January 11, 2025 – Optima Life Sciences Pvt. Ltd. proudly marked its **14th Foundation Day** with a series of vibrant and engaging events held at its Jejuri factory. The celebration highlighted the company's commitment to fostering innovation, recognizing employee contributions, and promoting teamwork.

The event commenced with the ceremonial **Lighting of the Lamp** by **Mr. Debraj Das,** COO of Baramati Agro, symbolizing the company's bright future and unwavering commitment to growth and sustainability.

Addressing the participants after the ceremony, **Mr. Das** commended Optima's achievements, saying, **"Optima Life Sciences has carved a niche for itself in the animal feed additive and health sector. Its rapid growth is a testament to the vision, hard work, and dedication of its leadership and employees."** He also appreciated the Shared Values of Optima and how the Company is promoting to live these Values, which will ultimately support the Business.

He emphasized the importance of leadership in driving change and innovation, urging the team to remain agile and forward-thinking. **"The future belongs to those who adapt and lead with purpose. Optima has all the ingredients—dedication, innovation, and resilience—to continue its upward trajectory,"** he concluded, setting an inspiring tone for the celebrations.

A key highlight of the day was the **Long Service Awards distribution,** where employees who have shown exceptional dedication and loyalty to the company were honoured for their contributions. Their efforts have been instrumental in driving the company's growth and success over the years.






The celebration also included a **special leadership session** titled **"Identifying Leader, Boss and Manager within You and Walking that extra Mile Ahead"** for all Heads of Departments (HODs). The session inspired leaders to embrace new challenges and cultivate a forward-thinking approach as they guide their teams towards greater achievements.

Adding to the excitement, the day featured the much-awaited **Optima Premier League (OPL) Cricket Match**, an event that fostered team spirit and camaraderie among employees. The spirited competition concluded with a **prize distribution ceremony**, where the winning team and outstanding performers were celebrated.

Speaking on the occasion, **Mr. Vinay Kulkarni,** Executive Chairman, said, "Our Foundation Day is not just a celebration of our journey but also a tribute to the people who make it all possible. The events today reflect our commitment to excellence, innovation, and teamwork, and we look forward to achieving even greater milestones together."

Optima Life Sciences Pvt. Ltd., established in 2010, has emerged as a fastest growing company in animal nutrition and health solutions, making a significant impact on the agricultural sector. The 14th Foundation Day celebrations reflected the company's ethos of collaboration, recognition, and community-building, setting a promising tone for the years ahead.

OPTIMA

For Media Inquiries:
Pradeep Kumar C
Optima Life Sciences Pvt. Ltd.
Email: Pradeep.k@optimalife.in
Phone: **8177933371 / 9900388444**

Rising Ethanol Demand Drives Up Maize Prices, Impacting Poultry Feed Costs: Poultry India President Uday Singh Bias

The Indian poultry industry is grappling with significant challenges, including escalating feed costs and regulatory hurdles, according to Uday Singh Bias, President of Poultry India and the Indian Poultry Equipment Manufacturers Association. In a recent interview with ETV Bharat, Bias highlighted the urgent need for government intervention to safeguard the sector, which is vital for providing affordable nutrition to millions.

One of the most pressing concerns for the poultry industry is the sharp increase in maize prices, driven by its growing demand in the ethanol sector. Maize serves as the primary feed for poultry, but its diversion to ethanol production has created a severe supply crunch, pushing prices upward. "Farmers are choosing to sell their maize to the ethanol industry due to higher profitability," Bias explained. "To address this, we need the government to take immediate action to double maize production and ensure an adequate supply for poultry needs. Unfortunately, the production levels have not risen to match the demand."

In response to the crisis, the industry has called on the government to permit the free import of maize and soya, two critical ingredients in poultry feed. Bias emphasized that this measure could help stabilize prices in the short term, offering relief to farmers and industry stakeholders.

The rising cost of feed is the industry's most persistent challenge, with maize and soya prices increasing by 2–3 percent annually. The situation is further exacerbated by unpredictable weather patterns, seasonal demand fluctuations, and disease outbreaks, all of which add to the financial burden on poultry farmers. "The cumulative effect of these factors is making it increasingly difficult for small and medium-scale poultry farmers to stay viable," Bias said.

While the industry is encouraging farmers to cultivate more maize and soya to meet rising demands, Bias stressed that such efforts must be supported by government policies. "Without proper intervention, the gap between demand and supply will continue to widen, driving up feed costs and ultimately affecting the affordability of poultry products for consumers," he warned.

Bias also highlighted the critical role the poultry industry plays in ensuring food security and providing affordable nutrition to the population. "India's poultry sector is not just about eggs and meat; it is a lifeline for millions of farmers and a key contributor to

the rural economy," he said.

Solutions for a Sustainable Future

To address these challenges, Bias proposed several actionable steps:

1. **Boosting Domestic Production:** The government must prioritize policies that encourage maize and soya cultivation. Subsidies for seeds, fertilizers, and irrigation could help farmers increase yields. Additionally, promoting modern farming techniques and providing access to technology could enhance productivity.
2. **Regulating Ethanol Demand:** While the ethanol industry plays a significant role in India's energy strategy, its rapid growth must be balanced with the needs of other sectors like poultry. Bias called for regulatory measures to ensure that adequate maize supplies are reserved for poultry feed.
3. **Streamlining Imports:** Allowing the free import of maize and soya could provide immediate relief to the industry. Lower import duties and simplified processes would enable poultry farmers to access affordable feed materials during periods of domestic shortage.
4. **Investing in Research and Development:** Bias emphasized the need for research into alternative feed ingredients and more efficient feed formulations. Exploring substitutes for maize and soya could reduce the industry's dependency on these crops.
5. **Building Resilient Supply Chains:** Strengthening supply chain infrastructure, including storage facilities and transportation networks, could minimize wastage and ensure consistent availability of feed ingredients.
6. **Collaborative Approach:** Bias urged the government, industry stakeholders, and farmers to work together to develop long-term solutions. "A collaborative approach is essential to overcoming the challenges we face and ensuring the sustainability of the poultry industry," he said.

A Call to Action

The poultry sector is a cornerstone of India's agricultural economy, providing livelihoods to millions and ensuring affordable nutrition for the nation. However, the rising cost of feed poses a significant threat to its sustainability. Bias reiterated the industry's commitment to addressing these challenges but emphasized that government support is crucial.

"With the right policies and interventions, the poultry industry can overcome these hurdles and continue to thrive. Together, we can ensure a stable and affordable supply of poultry products for all Indians," he concluded.

The road ahead for the poultry industry is fraught with challenges, but with collaborative efforts and strategic policy decisions, it can rise to meet them. The time for action is now, as the industry's future—and the nutrition of millions—hangs in the balance.

All Poultry Activities Suspended in Georgia Following Bird Flu Outbreak

The state of Georgia has temporarily halted all poultry-related activities after bird flu was confirmed in a commercial poultry operation, marking a significant development in the ongoing battle against the virus. The confirmation came from the Georgia Department of Agriculture in collaboration with the US Department of Agriculture (USDA) on Friday.

The outbreak was detected in Elbert County and represents the first time bird flu has been confirmed in a commercial poultry operation in Georgia since the nationwide outbreak began in 2022. This is also the fifth instance of the virus being detected in the state. In response, Georgia's Department of Agriculture has suspended all poultry exhibitions, shows, swaps, meets, and sales across the state until further notice.

Additionally, all commercial poultry

operations within a six-mile radius of the infected site have been placed under quarantine. These operations will undergo mandatory surveillance testing for a minimum of two weeks to monitor and mitigate the spread of the virus.

"This outbreak poses a serious threat to Georgia's top industry and the livelihoods of thousands of people who depend on poultry farming for their income," stated Georgia Agriculture Commissioner Tyler Harper. "We are taking swift and decisive action to limit the spread of the disease and ensure poultry activities can resume as soon as possible."

Timeline of the Outbreak

The outbreak was first suspected on Wednesday when poultry producers in Elbert County noticed signs of illness among their flock. Samples were collected the following morning and sent to the Georgia Poultry Laboratory Network for preliminary testing. By Thursday afternoon, the lab had confirmed the presence of bird flu, and the USDA's National Veterinary Services Laboratory validated the results on Friday.

This incident closely follows a recent case of bird flu identified in a backyard flock in Clayton County, Georgia, just a week prior. It also comes on the heels of the nation's first human death from bird flu in Louisiana, which occurred nearly two weeks ago.

Growing Concerns Nationwide

The bird flu outbreak continues to escalate across the United States. In the past month alone, the USDA has confirmed 94 cases of bird flu in both commercial and backyard flocks nationwide. Half of these cases were reported in commercial operations, affecting approximately 11.16 million birds in total.

The number of confirmed flocks with bird flu has shown a worrying upward trend, nearly doubling in December compared to November. In December, 122 flocks tested positive for the virus, up from 62 in the previous month. January is also seeing a rapid rise, with 44 flocks already confirmed to have been infected.

Since the start of the nationwide outbreak in January 2022, bird flu was first detected in a commercial flock in February 2022, marking the first case in commercial poultry since 2020. The virus has also extended its reach to other animal sectors, including an ongoing outbreak among dairy cattle.

Human Cases and Public Health Risks

The Centers for Disease Control and Prevention (CDC) reports that there have been 67 human cases of bird flu in the United States since April 2024. Most cases involved individuals who had direct exposure to infected birds or environments.

Despite these numbers, health officials have reassured the public that the risk of bird flu transmission to the general population remains low. However, individuals who keep backyard poultry or work in commercial poultry and dairy

operations are advised to exercise heightened caution.

"Those who come into close contact with birds—whether in backyard flocks or commercial settings—should follow strict biosecurity measures to protect themselves and prevent further spread of the virus," the CDC advised.

Impact on Georgia's Poultry Industry

Georgia's poultry industry is a cornerstone of the state's economy, contributing billions annually and supporting thousands of jobs. The temporary suspension of poultry activities has created widespread concern among farmers and producers.

"This is not just an economic issue—it's a livelihood issue," said Commissioner Harper. "We're doing everything in our power to safeguard this vital sector while ensuring public health and safety."

Steps to Combat the Outbreak

Authorities are implementing several measures to contain the virus and protect both animal and human populations:

- **Quarantines and Testing:** Commercial poultry operations within the affected areas are undergoing rigorous surveillance and testing to identify any further spread.
- **Enhanced Biosecurity:** Poultry producers have been urged to strengthen biosecurity protocols, including controlling farm access, disinfecting equipment, and monitoring flock health closely.
- **Public Awareness Campaigns:** State and federal agencies are working together to inform backyard poultry owners and commercial operators about best practices to prevent infection.
- **Vaccination Research:** Researchers are exploring the possibility of developing effective vaccines for avian influenza to minimize future outbreaks.

The Road Ahead

As Georgia's agriculture department works tirelessly to contain the outbreak, the long-term impact on the state's poultry industry remains uncertain. Industry leaders are hopeful that swift action and collaborative efforts will help restore normalcy sooner rather than later.

In the meantime, the outbreak serves as a stark reminder of the importance of vigilance, preparedness, and robust biosecurity measures in safeguarding the health of livestock and humans alike.

This Indian State Tops the Charts in Chicken Production – Guess Which One!

As India's dietary landscape continues to evolve, chicken consumption has seen remarkable growth, reflecting the country's urbanization and shifting food habits. With an annual consumption increase of 6-7%, chicken is emerging as a staple protein source for millions, bolstering its role in the economy and agriculture. This surge in demand has spurred a competitive spirit among Indian states vying for the top spot in poultry production.

India's Leading Chicken-Producing States

At the forefront of this booming industry is **Haryana**, which proudly holds the title of the largest chicken-producing state in India. The state produces an impressive 352 metric tons of poultry meat annually, cementing its position as a significant contributor to the nation's chicken supply.

West Bengal follows closely in second place, with an annual production of 328 metric tons of chicken meat. Known for its rich culinary traditions, West Bengal's significant output underscores its strong focus on poultry farming.

Uttar Pradesh, the most populous state in the country, ranks third with an annual production of 270 metric tons. With its vast agricultural resources and rising urban population, the state has become a key player in the poultry sector.

Next on the list is **Tamil Nadu**, producing 226 metric tons of chicken meat each year. Known for its progressive farming practices,

Tamil Nadu has embraced technology and innovation to boost poultry production.

Rounding out the top five is **Maharashtra**, contributing 144 metric tons annually. Despite being a relatively late entrant into the poultry race, the state has shown significant growth due to its robust infrastructure and focus on agribusiness.

Delhi's Ghazipur Mandi: The Backbone of Distribution

One of the lesser-discussed yet crucial players in India's poultry ecosystem is Delhi's **Ghazipur mandi**, Asia's largest chicken market. This mandi serves as the central hub for chicken distribution across northern India, supplying approximately **5 lakh broiler chickens daily**. The strategic location of Ghazipur ensures a seamless supply chain, meeting the ever-growing demand for chicken in urban and rural markets alike.

Factors Driving Chicken Consumption in India

Several factors contribute to the rising popularity of chicken in Indian households.

1. **Urbanization and Lifestyle Changes:**
   As cities expand and more people adopt urban lifestyles, there's a noticeable shift in dietary habits. Chicken, being versatile and easy to cook, fits well into the fast-paced lives of urban dwellers.
2. **Affordability and Accessibility:**
   Compared to other sources of protein like red meat or seafood, chicken is relatively affordable. This affordability has made it the preferred choice for middle-income households seeking nutritious and protein-rich options.
3. **Nutritional Benefits:**
   Chicken is a powerhouse of lean protein, essential amino acids, and vital nutrients. It supports muscle growth, boosts immunity, and provides a healthy energy source, making it a favorite among health-conscious consumers.
4. **Cultural Acceptance:**
   Unlike other meats, chicken is widely accepted across different regions and communities in India. This inclusivity has contributed to its rising consumption.

Challenges in the Poultry Sector

While the demand for chicken is at an all-time high, the poultry industry faces several challenges

that need to be addressed to sustain growth:

- **Rising Feed Costs:** The cost of poultry feed, particularly maize and soya, has been steadily increasing due to competition from other industries like ethanol production. This has put pressure on farmers to maintain profitability.
- **Disease Outbreaks:** The threat of avian flu and other diseases continues to pose risks to poultry operations, affecting both production and consumer confidence.
- **Infrastructure Gaps:** While states like Haryana and Tamil Nadu have advanced facilities, others lack the infrastructure needed to meet growing demands efficiently.
- **Environmental Concerns:** The poultry industry must adopt sustainable practices to address issues like waste management and carbon emissions.

With Haryana leading the way, India's poultry sector remains a cornerstone of the agricultural economy. The industry's growth is not just about meeting the increasing demand for chicken; it also plays a crucial role in ensuring food security and boosting rural livelihoods.

The rising demand for chicken calls for collaborative efforts between the government and the industry to overcome challenges and capitalize on opportunities. Policies promoting increased maize and soya production, investments in biosecurity measures, and research into disease prevention can significantly bolster the sector's resilience.

Additionally, expanding the use of technology, such as artificial intelligence and automation, can optimize poultry farming operations, improving efficiency and sustainability. For instance, smart feeding systems and health monitoring tools can help farmers manage their flocks more effectively while reducing costs and environmental impact.

India's growing appetite for chicken is a testament to its evolving food culture and economic progress. States like Haryana, West Bengal, and Uttar Pradesh are setting benchmarks in production, ensuring a steady supply to meet the country's nutritional needs. As the industry navigates challenges and embraces innovation, the future of poultry farming in India looks promising, contributing not only to the nation's food landscape but also to its agricultural and economic development.

RVC Study Highlights High Antibiotic Usage in Indian Poultry Farming

New research conducted by the Royal Veterinary College (RVC) has brought to light the extensive use of critically important human antibiotics in Indian chicken farming. The study reveals that poultry companies play a more substantial role in driving antibiotic use than individual farmers, raising concerns about public health and antibiotic resistance.

Key Findings from the Study

The research, conducted in collaboration with the West Bengal University of Animal & Fishery Sciences, involved interviews with 43 poultry stakeholders in Kolkata and nearby areas in West Bengal between March 2021 and March 2022. The participants included farmers, poultry veterinary professionals, government veterinary staff, employees of poultry companies, and poultry dealers.

The findings revealed that most poultry farming in India operates under **contract farming arrangements,** a model where farmers work under agreements with large poultry companies. This aligns with the broader national scenario, where **80% of poultry farming** occurs through such contracts.

One notable challenge is that chickens are often kept in **open housing systems**. These systems expose birds to extreme temperatures, high humidity, and a range of infectious diseases, making them vulnerable.

Antibiotics are frequently used as a **preventive measure** to protect the birds from these risks, especially in the early stages of production.

Use of Critically Important Antibiotics

The study found that many stakeholders were particularly concerned about bacterial infections caused by **Mycoplasma**, which affect the health of chicks. These fears prompted routine use of antibiotics at the beginning of the production cycle.

Alarmingly, the antibiotics used often belonged to classes deemed **critically important for human health,** such as **fluoroquinolones** and **macrolides**. According to global health guidelines, these antibiotics should never be used routinely in livestock production to avoid accelerating the rise of antibiotic-resistant bacteria.

While some poultry companies claim to use alternatives to antibiotics, such as probiotics or vaccines, these measures are reportedly **expensive** and insufficient to provide complete protection for the birds. This has led to continued reliance on antibiotics despite the known risks.

Role of Poultry Corporations

Dr. Mat Hennessy, a post-doctoral researcher from RVC and the study's lead investigator, emphasized that the widespread use of antibiotics is tied to the dominance of contract farming in India. Poultry corporations are in a unique position to coordinate efforts to reduce antibiotic use, but any such strategies need to account for the broader challenges within the industry.

"Given the dominance of contract farming in chicken production in India, corporations are well positioned to coordinate a strategy towards lowering antibiotic use," Dr. Hennessy explained. "However, these strategies should consider the wider infrastructural, institutional, and political environment within which chicken production occurs to promote antibiotic use in socially responsible ways."

Challenges Driving Antibiotic Use

The study also sheds light on the systemic issues that make reducing antibiotic use a daunting task:

1. **Inadequate Infrastructure:** Open housing systems and limited access to advanced facilities expose chickens to diseases, necessitating preventive antibiotic use.
2. **Economic Pressures:** Farmers and corporations often prioritize cost-effective solutions, with antibiotics being cheaper than alternatives like vaccines or probiotics.
3. **Lack of Awareness:** Many stakeholders may not fully understand the long-term implications of antibiotic resistance on public health.
4. **Regulatory Gaps:** While global guidelines discourage the routine use of critically important antibiotics in livestock, enforcement mechanisms in India remain weak.

The Broader Implications

The routine use of antibiotics in Indian poultry farming has significant implications for human health. When antibiotics critical to human medicine are used excessively in animals, bacteria develop resistance, rendering these drugs less effective in treating infections in people. This contributes to the growing global crisis of **antimicrobial resistance (AMR)**.

India has already been flagged as one of the countries most vulnerable to the AMR crisis due to its high population density, overuse of antibiotics in both human healthcare and agriculture, and inadequate waste management systems.

The Way Forward

To address these challenges, a multi-faceted approach is needed:

1. **Policy Interventions:** The government must establish stricter regulations to limit the use of critically important antibiotics in livestock. Subsidies for alternative measures, such as vaccines, could also encourage their adoption.

2. **Infrastructure Development:** Investments in closed and bio-secure housing systems can help reduce disease exposure, minimizing the need for antibiotics.
3. **Awareness Campaigns:** Educating farmers, veterinarians, and poultry company employees about the risks of AMR and the benefits of sustainable farming practices can drive behavior change.
4. **Corporate Responsibility:** Poultry corporations must take the lead in implementing responsible antibiotic use practices within contract farming arrangements. This could include offering farmers financial incentives to adopt antibiotic-free methods.
5. **Research and Development:** Further studies on cost-effective alternatives to antibiotics, such as herbal supplements, probiotics, or genetically improved disease-resistant breeds, can pave the way for sustainable solutions.

The RVC study underscores the urgent need for a paradigm shift in how antibiotics are used in Indian poultry farming. While contract farming offers efficiencies in production, it also places corporations in a pivotal role in shaping industry practices. Reducing antibiotic reliance requires a collaborative effort involving farmers, corporations, policymakers, and researchers to safeguard both animal health and public health.

By addressing these challenges, India can lead the way in sustainable poultry farming while combating the growing threat of antimicrobial resistance on a global scale.

Global Poultry Industry Poised for Strong Growth in 2025 despite Challenges

According to the latest animal protein report by RaboResearch, the global poultry industry is set for another year of robust growth in 2025, driven by its affordability, growing sustainability demands, and strong consumer appetite in emerging markets. Despite facing geopolitical tensions and health-related challenges, the sector's resilience and adaptability continue to fuel optimism among stakeholders.

Return to Long-Term Growth Rates

The global poultry market is projected to grow by **2.5% to 3% in 2025**, maintaining the momentum from 2024 and aligning with its historical growth average. A key driver of this growth is poultry's **affordability**, especially during times of economic uncertainty and rising prices for alternative protein sources such as beef and pork.

"Chicken remains well-positioned as a cost-effective protein option, particularly during periods of high inflation and economic stress," explained Nan-Dirk Mulder, Senior Analyst for Animal Protein at RaboResearch.

In addition to affordability, consumer preferences for sustainable food options are

pushing demand for poultry in developed economies. With a **lower carbon footprint** compared to other animal proteins, chicken is increasingly being seen as an environmentally friendly choice, aligning with global sustainability goals.

Emerging and Developed Markets Drive Expansion

Emerging markets in regions like **Southeast Asia, Latin America, the Middle East, and Africa** are expected to lead global growth in poultry demand. Rapid urbanization, population growth, and rising disposable incomes in these areas are driving higher consumption of affordable and versatile poultry products.

Meanwhile, developed markets, especially in **Europe**, are also expected to contribute significantly. Europe is predicted to outperform global growth rates, reflecting shifting dietary habits and growing preferences for leaner, more sustainable protein options.

However, Mulder noted that the market's success hinges on maintaining a **balance in supply growth.** Overproduction could lead to price volatility and disrupt the current positive trajectory.

Investment Boosts, but Disease and Supply Chain Issues Persist

The strong financial performance of the poultry industry in 2024 has spurred **new investments**, particularly in the Middle East, South Asia, and Southeast Asia. Brazil, a major player in the global poultry market, is entering a new growth phase, supported by a surge in exports.

However, the global poultry supply chain faces significant challenges:

1. **Avian Influenza (AI):** A new wave of AI cases is affecting central Europe and Northeast Asia, posing a threat to both local markets and international trade. Countries are increasingly adopting vaccination programs and enhancing biosecurity measures to mitigate these risks, but AI remains a persistent challenge.
2. **Tight Breeding Stock:** A shortage of breeding stock is limiting expansion efforts in some emerging markets. This bottleneck could slow growth in regions already struggling with disease management and infrastructural constraints.

Despite these hurdles, operational costs are expected to remain stable, supported by ample supplies of corn and soybeans from North America and Brazil, which are critical inputs for poultry feed.

"The biggest risks for 2025 include the potential for a La Niña year, which could disrupt weather patterns, and challenges in European crop production," Mulder warned.

Trade Dynamics: Strong Momentum Amid Rising Volatility

Global poultry trade is anticipated

to remain strong but is likely to be influenced by increasing geopolitical and trade-related volatility. Several factors could shape trade flows and pricing in 2025:

- **Geopolitical Tensions:** Rising friction between major economies, such as Europe and China, could disrupt established trade routes and impact poultry exports.
- **Policy Shifts:** Changes in trade policies under the new US administration could affect global poultry trade dynamics.
- **Disease-Related Restrictions:** AI outbreaks may lead to trade restrictions, further complicating supply chains and driving price fluctuations.
- **Rerouted Shipments:** Political turmoil in the Middle East has led to the rerouting of shipments via alternative routes, adding complexity to logistics and costs.

"Geopolitical and disease-related uncertainties will continue to challenge the industry. However, the focus on food security and local economic development will help sustain momentum," Mulder added.

Sustainability: A Key Growth Driver

As consumer awareness about climate change grows, sustainability is emerging as a critical factor in shaping poultry industry trends. Compared to red meat, poultry production emits significantly lower greenhouse gases, making it an attractive option for environmentally conscious consumers.

Companies are increasingly adopting sustainable farming practices, including water conservation, energy-efficient poultry housing, and alternative feed ingredients such as insect protein. These efforts not only reduce the industry's environmental impact but also cater to the preferences of younger, eco-conscious consumers.

Future Outlook

The global poultry industry is well-positioned to navigate the complexities of 2025, supported by strong demand, technological advancements, and an increasing focus on sustainability. However, the sector must address critical challenges, including managing AI outbreaks, ensuring a stable supply of breeding stock, and mitigating trade volatility.

By prioritizing innovation, biosecurity, and balanced supply growth, the poultry industry can continue to thrive, providing affordable nutrition to billions while contributing to global food security and economic development.

India's exports of food goods jump 11 pc to $17.8 billion in April-Dec

India's agricultural and processed food exports have seen a significant increase, growing by 11% to reach $17.77 billion during the period of April to December 2024, compared to the same period

in the previous year. According to official data compiled by the Directorate General of Commercial Intelligence and Statistics (DGCIS), this rise reflects the country's strong performance in the global market.

A key contributor to this growth has been the surge in rice exports, which saw a notable 19% jump, totaling $8.72 billion during the first nine months of the current fiscal year, compared to $6.44 billion in the same period last year. The increase was particularly dramatic in December 2024, when rice exports soared by 64.03%, reaching $1.43 billion compared to $0.87 billion in December 2023. This surge has fueled optimism among exporters who anticipate continued growth in rice exports throughout FY25, driven by strong international demand.

In contrast, rice exports had experienced a downturn in FY24, dropping by 6.5% to $10.41 billion. This decline was primarily due to restrictions imposed by the government to ensure sufficient domestic supply and curb inflation, which had placed a significant strain on household budgets.

Other agricultural exports have also shown positive growth. Exports of buffalo meat, dairy, and poultry products grew by more than 10%, reaching $3.64 billion during the first nine months of FY25, up from $3.3 billion in the same period of FY24. Additionally, fresh fruit and vegetable exports increased by 5%, reaching $2.65 billion, while cereals preparations rose by more than 10%, amounting to $2.03 billion.

India has also seen remarkable growth in banana exports, which have increased tenfold over the past decade. The country is now setting its sights on a $1 billion target for banana exports within the next five years, following successful trial shipments to the Netherlands via sea routes. The opening of new sea routes is expected to significantly boost exports to Russia, which is anticipated to become a major market for Indian bananas. In FY24, India exported bananas worth $300 million, up from $176 million in FY23. India's share in the global banana export market has grown substantially, from just 0.21% in 2013 to 1.74% in 2023, underscoring the country's growing presence in international trade.

The Agricultural and Processed Food Products Export Development Authority (APEDA) has set an ambitious export target of $26.56 billion for FY25, encompassing a range of products including marine products, tobacco, coffee, and tea. This target reflects the growing diversification and competitiveness of India's agricultural exports, which are becoming an increasingly important segment of the country's overall export portfolio.

As India strengthens its agricultural export sector, it continues to explore new opportunities in emerging markets, leveraging

improvements in logistics and international trade relations. The future looks promising, with continued expansion expected across multiple food categories and a broader reach to diverse global markets.

Over 1 Billion Dollars Invested in Afghanistan's Poultry Sector

Afghanistan's poultry sector has seen a significant investment, with over one billion dollars being channeled into the industry by private enterprises. The Ministry of Agriculture, Irrigation, and Livestock reports that there are currently more than 15,000 poultry farms operating across the country. This development has been crucial in contributing to the self-sufficiency and growth of the sector, enhancing the production of poultry and eggs for domestic consumption.

Misbahuddin Mustaeen, the spokesperson for the Ministry, highlighted that these poultry farms are playing a key role in the nation's agricultural landscape, with a total value surpassing one billion dollars. These farms not only provide a substantial amount of poultry products but are also fostering growth in the agricultural sector as a whole. Despite this progress, challenges remain, particularly in the face of external pressures such as the importation of low-quality eggs from neighboring countries.

Some local poultry farmers, like Hakim Jan Ibrahimkhil, who owns a poultry farm, have voiced concerns about the negative impact of these imports on their business. Ibrahimkhil explained that his farm produces up to 12,000 eggs daily from a flock of 15,000 chickens. However, the influx of substandard eggs from abroad has resulted in financial losses. He has called on the government to take action and block these imports to protect local farmers and their livelihoods.

In addition to the challenges posed by imports, the poultry sector faces difficulties in terms of infrastructure and support. Fereydoun, a long-time worker at a poultry farm, shared his perspective on the importance of the sector for local communities. Having worked in the industry for over six years, he expressed his gratitude for the job that provides not only stability but also a sense of belonging and security. For many, like Fereydoun, poultry farming has become an essential part of their lives, offering both livelihood and a sense of purpose.

The Chamber of Agriculture and Livestock believes that with more support and proper facilitation, Afghanistan's poultry sector has the potential to become entirely self-

sufficient. Mirwais Haji Zada, the Deputy of the Chamber, emphasized the importance of further investment in the sector, especially in breeding chickens. He suggested that if the government were to allocate more land on long-term leases to investors, it would encourage additional investment, further boosting production and sustainability.

While the poultry sector in Afghanistan has made impressive strides in recent years, there remain obstacles that could hinder its full potential. These include the need for better infrastructure, government support, and protection against harmful imports. However, with continued investment and attention to the sector's needs, Afghanistan has the opportunity to establish itself as self-sufficient in poultry production, reducing reliance on foreign imports and securing the livelihoods of thousands of local farmers and workers.

In the broader context, Afghanistan's poultry farming is not just a source of meat and eggs but also an important economic driver, offering jobs, reducing food insecurity, and contributing to local economies. Addressing these challenges and enhancing the capacity of the sector could help further its growth, making it a pillar of Afghanistan's agricultural future.

Saudi Arabia has imposed a temporary ban on the import of live birds, hatching eggs, and chicks from Afghanistan due to an outbreak of bird flu in the country.

The Ministry of Environment, Water, and Agriculture in Saudi Arabia stated that the ban was enacted in response to a warning issued by the World Organization for Animal Health (OIE), which reported the detection of a highly contagious bird flu virus in Afghanistan.

According to the OIE, the Afghan government recently confirmed two separate outbreaks of the H5 bird flu virus. One outbreak occurred in a backyard in Kabul, where six birds were reported dead, and another in the nearby Bagrami village, where 15 birds succumbed to the virus. The OIE's report highlighted the seriousness of the situation and the potential risk it posed to both domestic poultry and international trade.

Earlier in the month, the Afghanistan Chamber of Commerce and Industries (ACCI) urged all relevant authorities to take immediate action to contain the outbreak, fearing it could lead to significant losses for the country's poultry farmers. Siyam Psarlai, a spokesperson for the ACCI, expressed concern that despite

efforts to professionalize poultry farming in certain areas, outbreaks of diseases like bird flu were still causing mass fatalities among chickens.

The bird flu virus had initially spread to Khost province, likely through wild birds, and signs of the disease were also detected in Paktia province. In response to the crisis, the Afghan Ministry of Agriculture has collaborated with several international organizations, including the United Nations Food and Agriculture Organization (FAO), to implement control measures and prevent the disease from spreading further.

Akbar Rustami, a spokesman for the Ministry of Agriculture, explained that the ministry had been successful in containing outbreaks in certain regions with the help of global partners. He emphasized the importance of international cooperation in addressing such outbreaks, noting that the measures taken have helped to stabilize the situation in some affected areas.

The temporary ban by Saudi Arabia is a precautionary step to prevent the spread of the virus across borders and protect both domestic and international poultry industries. This is part of a broader effort to maintain biosecurity and safeguard the global food supply from the impacts of avian diseases.

For Afghanistan's poultry sector, this outbreak presents a significant challenge. Poultry farming is a vital industry, contributing to the country's food security and economy. If not managed effectively, the continued spread of bird flu could result in severe economic losses for farmers, many of whom are already struggling with the difficulties posed by climate conditions and other diseases.

The Afghan government, with the support of international organizations, is working diligently to control the situation. However, as the disease has proven difficult to contain, ongoing monitoring and strict biosecurity measures will be essential in preventing future outbreaks. The situation also underscores the importance of strengthening the country's veterinary and agricultural systems to protect against such diseases and ensure the resilience of the poultry industry in the long term.

As the global trade in poultry products becomes increasingly interconnected, the ripple effects of this outbreak are likely to be felt beyond Afghanistan's borders. In addition to the Saudi import ban, other countries may also take precautionary measures, further highlighting the need for effective disease control and communication between countries to mitigate the economic and public health risks associated with avian influenza.

THE POULTRY EXPO

21-22-23 AUG. 2025

India Expo Center & Mart
Greater Noida, Delhi - NCR, India

INTERNATIONAL EXHIBITION ON
POULTRY SECTOR

Event Highlights

200+	20+	200+	Extensive Media Coverage	8000+
Exhibitors / Sponsors	Countries	VIP Attendees		Visitors

Exhibit Profile

Breeding, artificial insemination, embryo technology | Feed and feed ingredients | Feed additives | Feed Machinery | Feeding System | Veterinary Medicine and Vaccine | Veterinary Examination | Smart livestock farming | Egg grading, washing, packaging | Incubation | Environmental Control system | Poultry Farming Equipment | Farm Disinfection | Farmland Design and engineering | Livestock house solar energy system | Biogas Technology | Animal waste recycling management | Facilities with Animal Welfare | Wastewater treatment | Meat Products | Cold Rooms & Allied Equipment | Cage culture equipment | Poultry farming equipment and many more...

Event by pixie expomedia

Supported by PFI, CLFMA OF INDIA

Knowledge Partner KPFBA

Media Partner POULTRY PLANNER, DAIRY PLANNER

Concurrent Events The Dairy Expo, The Aqua Culture Expo

999 170 5007 | 741 999 3001 | info@thepoultryexpo.com | www.thepoultryexpo.com

Editorial Calendar 2025

Publishing Month: **January** Article Deadline : **28th, Dec. 2024** Advertising Deadline : **30th, Dec. 2024** Focus : **Opportunities and Challenges**	Publishing Month: **February** Article Deadline : **28th, Jan. 2025** Advertising Deadline : **30th, Jan. 2025** Focus : **Budget**	Publishing Month: **March** Article Deadline : **26th, Feb. 2025** Advertising Deadline : **28th, Feb. 2025** Focus : **Disease Prevention**	Publishing Month: **April** Article Deadline : **28th, March 2025** Advertising Deadline : **30th, March 2025** Focus : **Summer Stress Management**
Publishing Month: **May** Article Deadline : **28th, April 2025** Advertising Deadline : **30th, April 2025** Focus : **Cold Chain**	Publishing Month: **June** Article Deadline : **28th, May 2025** Advertising Deadline : **30th, May 2025** Focus : **Nutrition**	Publishing Month: **July** Article Deadline : **28th, June 2025** Advertising Deadline : **30th, June 2025** Focus : **Biosecurity**	Publishing Month: **August** Article Deadline : **28th, July 2025** Advertising Deadline : **30th, July 2025** Focus : **Sustainability**
Publishing Month: **September** Article Deadline : **28th, August 2025** Advertising Deadline : **30th, August 2025** Focus : **Egg Production & Processing**	Publishing Month: **October** Article Deadline : **28th, September 2025** Advertising Deadline : **30th, September 2025** Focus : **Processing & Packaging**	Publishing Month: **November** Article Deadline : **28th, October 2025** Advertising Deadline : **30th, October 2025** Focus : **Winter Stress**	Publishing Month: **December** Article Deadline : **28th, November 2025** Advertising Deadline : **30th, November 2025** Focus : **Food Safety**

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*

We wish to subscribe the following

Poultry Planner
☐ 1 Year ☐ 3 Year ☐ 5 Year
from_____to_____

Dairy Planner
☐ 1 Year ☐ 3 Year ☐ 5 Year
from_____to_____

Poultry Times of India
☐ 1 Year ☐ 3 Year ☐ 5 Year
from_____to_____

Grand Total: _____

Contact Name : _____

Company Name : _____

Postal Address : _____

City : _____ State : _____ Mob. No._____

Postal Code : _____ Country : _____

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: CNRBINBBBFD | PAN No. AAMCP6787A

For more detail, contact:

pixie expomedia
CREATE • CONNECT • CONQUER

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

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 ☐	Back Title	20000 ☐
Front Gate Fold	25000 ☐	Back Gate Fold	19000 ☐
Front Title Inside	20000 ☐	Back Title Inside	18000 ☐
Front Title Opening	16000 ☐	Back Title Opening	16000 ☐
Full Page	8000 ☐	Center Spread	18000 ☐

EGG
Daily and Monthly
Prices of December 2024

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	31	Average
NECC SUGGESTED EGG PRICES																																
Ahmedabad	640	640	645	650	650	650	650	650	650	655	660	660	660	660	660	660	635	635	625	620	620	600	605	610	620	620	620	620	590	590	570	632.90
Ajmer	627	630	630	632	632	620	620	620	620	632	632	632	632	622	618	618	618	618	607	607	607	607	607	625	625	625	600	595	580	580	580	616.06
Barwala	621	624	624	624	624	624	624	624	626	628	628	628	628	628	628	612	612	607	607	607	607	607	607	612	616	600	595	595	575	572	572	612.45
Bengaluru (CC)	620	625	630	635	635	635	635	635	635	635	635	635	635	635	635	615	615	615	605	595	595	595	595	595	600	600	600	600	580	580	580	614.84
Brahmapur (OD)	615	623	625	635	635	635	635	635	635	642	645	645	645	645	645	645	645	615	615	605	595	595	600	605	615	615	615	615	575	575	550	620.00
Chennai (CC)	640	640	640	640	640	640	640	640	640	640	640	640	640	640	640	640	610	610	610	610	610	590	590	600	610	610	610	610	610	590	570	621.94
Chittoor	633	633	633	633	633	633	633	633	633	633	633	633	633	633	633	633	603	603	603	603	603	583	583	593	603	603	603	603	603	583	563	614.94
Delhi (CC)	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	660	650	650	640	640	630	657.10
E.Godavari	600	608	615	620	620	620	620	620	620	625	628	630	630	630	630	630	630	610	610	600	600	580	585	590	600	600	600	600	565	550	535	606.48
Hospet	570	575	580	585	585	585	585	585	585	585	585	585	585	585	585	565	565	565	555	545	545	545	545	545	550	550	550	550	530	530	530	564.84
Hyderabad	605	610	615	620	620	620	620	620	620	620	620	620	620	620	620	620	620	580	580	570	570	570	575	580	585	585	585	585	550	550	510	596.29
Jabalpur	621	636	641	641	641	641	625	625	625	630	630	636	636	620	620	620	620	610	600	600	600	600	600	605	605	605	605	595	580	565	565	614.29
Kolkata (WB)	665	670	685	685	690	690	690	690	690	690	695	695	700	700	700	700	680	660	660	650	640	640	645	660	670	670	640	610	610	600	600	666.77
Ludhiana	617	621	623	623	623	623	623	623	623	625	627	627	627	627	627	627	617	617	605	605	605	605	605	607	612	612	612	597	597	597	570	614.48
Mumbai (CC)	665	670	675	680	680	680	680	680	680	680	680	680	680	680	680	660	660	660	640	630	630	630	630	630	640	640	640	640	620	600	580	654.84
Mysuru	622	627	632	637	637	637	637	637	637	637	637	637	637	637	637	615	615	615	605	590	590	590	590	595	600	600	600	600	580	580	580	615.16
Namakkal	575	580	585	590	590	590	590	590	590	590	590	590	590	590	590	570	570	570	560	550	550	550	550	550	550	550	550	550	530	530	530	568.71
Pune	660	665	675	675	675	675	675	675	675	675	675	675	675	675	675	665	655	645	635	625	625	620	620	620	630	635	635	635	615	595	575	649.35
Raipur	615	625	635	635	630	620	615	615	615	620	625	625	625	620	620	620	610	600	585	585	585	585	585	590	600	600	595	580	570	550	550	604.19
Surat	655	660	665	670	675	675	675	675	675	675	675	675	675	675	675	660	660	650	630	630	630	615	615	620	620	620	620	620	600	590	580	646.29
Vijayawada	610	620	620	620	620	620	620	620	620	625	630	630	630	630	630	630	630	610	610	600	600	580	585	590	600	600	600	600	565	550	540	607.58
Vizag	590	600	605	610	610	610	610	610	610	615	618	620	620	620	620	620	620	600	600	600	600	590	590	595	600	600	600	600	600	600	600	605.90
W.Godavari	600	608	615	620	620	620	620	620	620	625	628	630	630	630	630	630	630	610	610	600	600	580	585	590	600	600	600	600	565	550	535	606.48
Warangal	607	612	617	622	622	622	622	622	622	622	622	622	622	622	622	622	622	582	582	572	572	572	577	582	587	587	587	587	552	552	512	598.29
Prevailing Prices																																
Allahabad (CC)	681	690	695	695	695	695	676	676	676	690	690	690	681	676	676	671	671	671	667	657	652	648	648	657	662	662	648	638	629	629	619	668.10
Bhopal	640	645	650	640	650	650	640	640	640	645	650	650	650	650	650	650	650	630	630	590	630	630	630	630	630	630	630	630	610	590	570	633.87
Indore (CC)	625	635	640	640	640	630	630	630	635	635	635	635	635	635	635	625	620	610	600	630	590	590	590	600	600	600	600	580	570	560	550	613.87
Kanpur (CC)	671	671	686	686	686	686	686	686	686	685	685	685	671	671	662	662	652	652	643	643	643	643	643	643	643	643	629	614	614	614	614	658.00
Luknow (CC)	677	683	690	690	687	687	687	687	687	687	690	690	690	683	680	680	680	677	673	673	673	667	667	667	667	667	667	667	653	650	650	676.55
Muzaffurpur (CC)	680	685	688	688	688	688	683	683	685	688	688	688	688	688	688	680	670	665	665	665	665	660	660	670	675	675	660	660	660	635	635	674.06
Nagpur	645	650	660	660	645	640	640	640	640	630	640	645	645	635	630	630	620	620	605	605	600	595	595	600	600	600	605	590	580	580	560	620.32
Patna	680	685	688	688	688	688	683	683	685	688	688	688	688	688	688	680	670	665	665	665	665	660	660	670	675	675	660	660	660	635	635	674.06
Ranchi (CC)	676	681	690	690	690	690	690	690	690	690	690	690	690	686	686	686	681	676	667	657	657	657	657	662	667	667	667	648	648	648	638	674.26
Varanasi (CC)	667	673	683	683	683	673	667	667	677	683	687	687	687	680	680	680	673	667	660	660	653	647	650	657	657	657	647	633	633	633	617	664.55

PROTECT CHICKEN AGAINST FOWL POX ; SAFE TO BE APPLIED AT YOUNG AGE

A Division of
JAPFA-Indonesia

A PRODUCT OF
vaksindo
Research Based Vaccines

VAKSIMUNE® POX

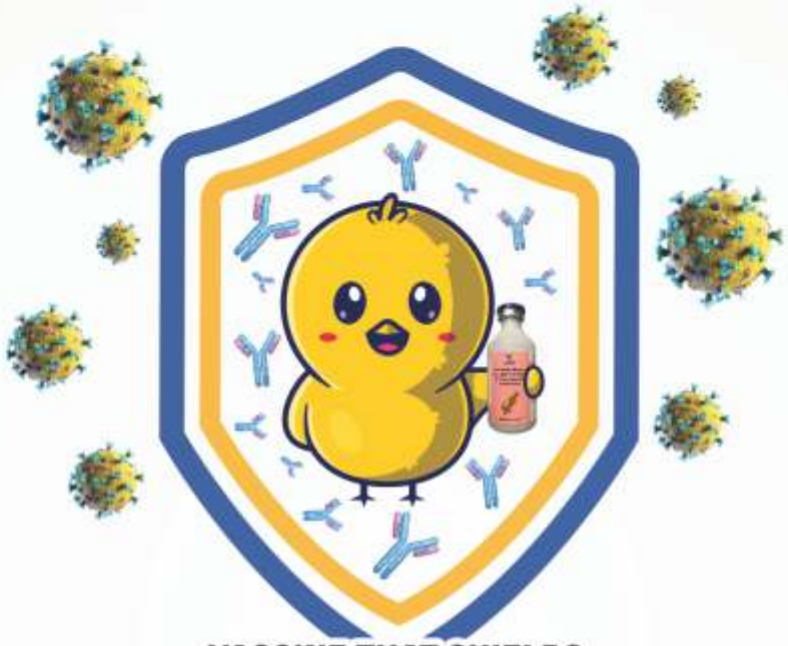
Application :
Administration by wing web puncture.
Vial containing 1000 doses (10 ml) and 1 Lancet

An ISO 9001:2015 Certified Company

Corporate Office: **VAKSINDO ANIMAL HEALTH PVT. LTD.**
H No. 8-7-89/C/P-II/125, Ground floor, Chaitanya Nagar, Saroor Nagar, Ranga Reddy,
Hyderabad, Telengana- 500070. Tel: +91 40 35858744, Customer Care No: +91 4029364722
CIN : U74999TG2018FTC158341 www.vaksindo-india.com

Venworld
THE BEST IN ANIMAL HEALTHCARE

VH NBD GUARD



VACCINE THAT SHIELDS

NEWCASTLE DISEASE AND INFECTIOUS BURSAL DISEASE VACCINE INACTIVATED

(1000 Doses/200ml)

Highlights

- Protection against indigenous genotypes of ND
- Protection against very virulent pathotypes of IBD
- Full antigen dose in low volume
- Helps developing age resistance against certain immuno suppressive diseases (CAV, IBH)
- Low volume with full antigen ensures complete immunity
- Provides high & uniform level of antibodies that persist for longer periods

VENTRI BIOLOGICALS
(Vaccine Division of VHPL)
'Venkateshwara House', S. No. 114/A/2, Pune Sinhagad Road, Pune 411030. **Tel.:** +91 (020) 24251803, **Fax:** +91-20-24251060 / 24251077.
Email: ventri.biologicals@venkys.com
www.venkys.com

Event by

pixie expomedia
CREATE • CONNECT • CONQUER

THE POULTRY EXPO

Covering Feed, Pharmaceuticals and Equipment Sector

Concurrent Events

THE Dairy EXPO

THE AQUA CULTURE EXPO

21-22-23 AUG. 2025

India Expo Center & Mart
Greater Noida, Delhi - NCR, India

EVENT **HIGHLIGHTS**

200+	20+	VIP 200+	Extensive Media Coverage	8000+
Exhibitors / Sponsors	Countries	VIP Attendees		Visitors

A participation at TPEX becomes the most apt marketing solution to generate sales leads, launch a new product, brand your enterprise, Network with existing and potential customers, Benchmark against competition, Enter new markets and Attract new Partnerships

999 170 5007 | 741 999 3001 | info@thepoultryexpo.com | www.thepoultryexpo.com