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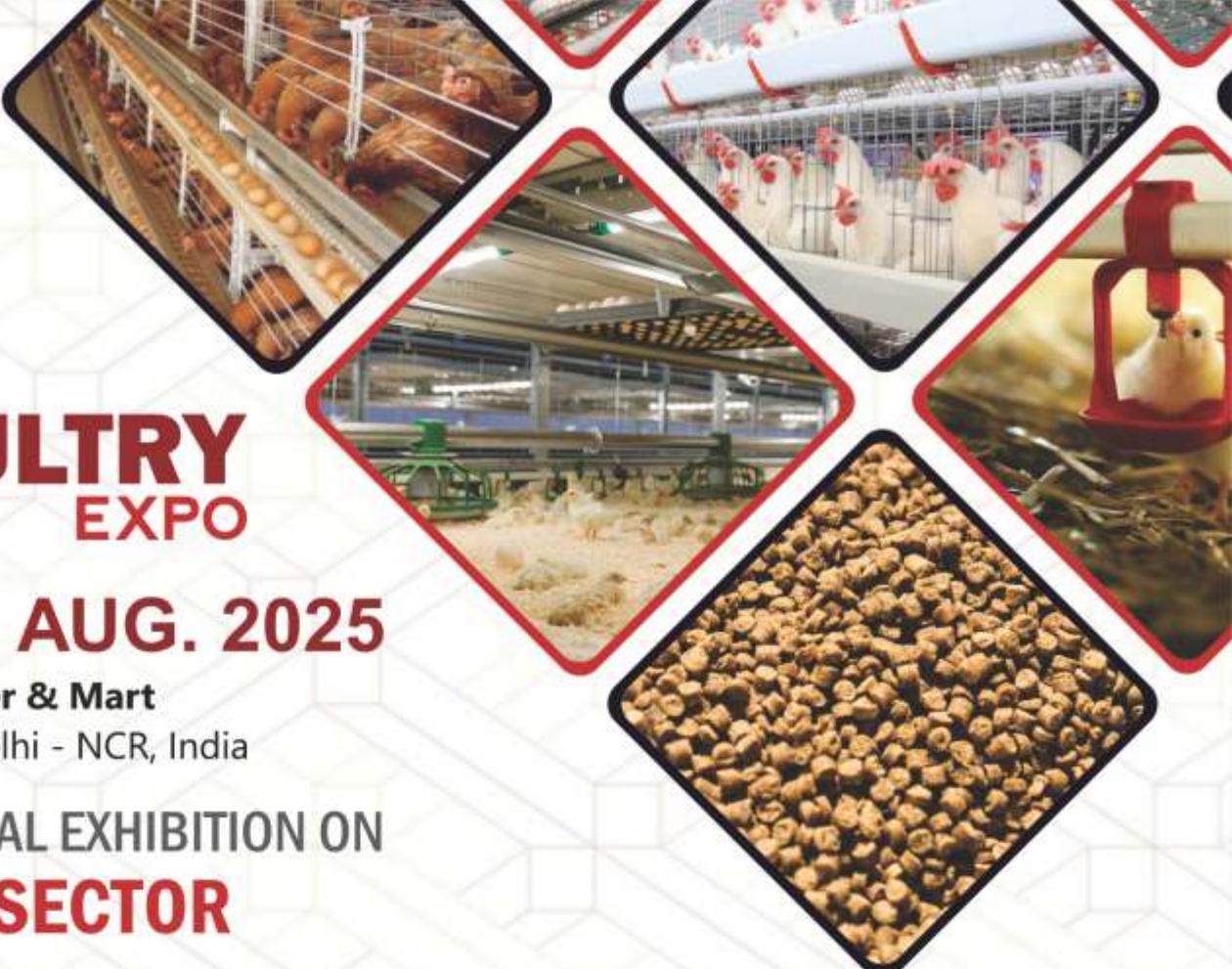
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From the Editor's Desk



Biosecurity – The Foundation of Sustainable Livestock and Poultry Health

As we continue to strive for excellence in livestock and poultry production, one subject demands consistent attention and action—biosecurity. In an era marked by rapid intensification of farming practices, global trade, climate change, and emerging diseases, biosecurity stands as the cornerstone of animal health, farm productivity, and food safety.

Biosecurity is more than a checklist—it's a comprehensive, farm-wide strategy aimed at preventing the introduction and spread of infectious agents. From the moment a vehicle enters a farm, to the cleanliness of feed and water, to the disposal of dead birds or animals—every step holds the potential to either protect or compromise the entire operation. Yet, despite its critical importance, biosecurity is often overlooked, under-implemented, or treated as a secondary concern until a disease outbreak occurs.

The cost of neglecting biosecurity can be severe. We have seen firsthand how outbreaks like Avian Influenza, African Swine Fever, or Foot and Mouth Disease can cause massive economic losses, disrupt supply chains, damage farmer livelihoods, and even threaten public health. On the other hand, farms that adopt strict and consistent biosecurity protocols are not only able to avoid these setbacks but also maintain higher levels of animal welfare and product quality.

In this edition of Poultry Planner and Dairy Planner, we bring together a collection of expert insights, case studies, and practical guidance focused entirely on enhancing biosecurity. Whether you're a small-scale farmer, a commercial producer, a feed manufacturer, or a veterinarian, the principles of biosecurity apply to you. Topics covered include farm design for disease control, personnel hygiene protocols, quarantine procedures, vaccination schedules, and the use of technology for monitoring biosecurity breaches.

But beyond physical infrastructure and protocols, a true culture of biosecurity must be cultivated. This includes training farm workers, raising awareness among stakeholders, and ensuring that biosecurity becomes part of the daily routine—not just a temporary measure during crisis.

Our goal with this issue is to spark a renewed commitment to biosecurity across all levels of animal agriculture. Because when biosecurity is strong, the entire sector becomes more resilient, more profitable, and more sustainable.

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Designer Eggs in Poultry and its Importance

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Introduction

Designer eggs are a significant innovation in poultry science, representing eggs whose nutritional content has been modified to enhance their health benefits beyond those of standard eggs. This is achieved primarily by altering the diet of laying hens or managing their immune systems, resulting in eggs that are enriched with specific nutrients or have reduced levels of undesirable components.

Designer Eggs

Designer eggs are produced by feeding hens specialized diets that are rich in targeted nutrients such as omega-3 fatty acids, vitamins (A, D, E), minerals, antioxidants, and sometimes even by reducing components like cholesterol. Common dietary additives include flaxseed, fish oil, canola oil, kelp, marigold extract, and various vitamin and mineral supplements. The aim is to create eggs that help for health-conscious consumers or those with specific nutritional needs.

Nutritional and Health Benefits

Enhanced Nutritional Profile

- **Lower Cholesterol:** Designer eggs can contain significantly reduced cholesterol levels compared to regular eggs, addressing consumer concerns about dietary cholesterol and cardiovascular health.

- **Improved Fatty Acid**

Composition: By increasing the content of omega-3 fatty acids (such as DHA), designer eggs support heart health and cognitive function. They also help achieve a more favourable omega-6 to omega-3 ratio, which is linked to reduced inflammation and chronic disease risk.

- **Increased Antioxidants:**

Enrichment with vitamins E and A, as well as carotenoids, enhances the antioxidant content of eggs, providing additional protection against oxidative stress and supporting immune function.

- **Micronutrient Fortification:**

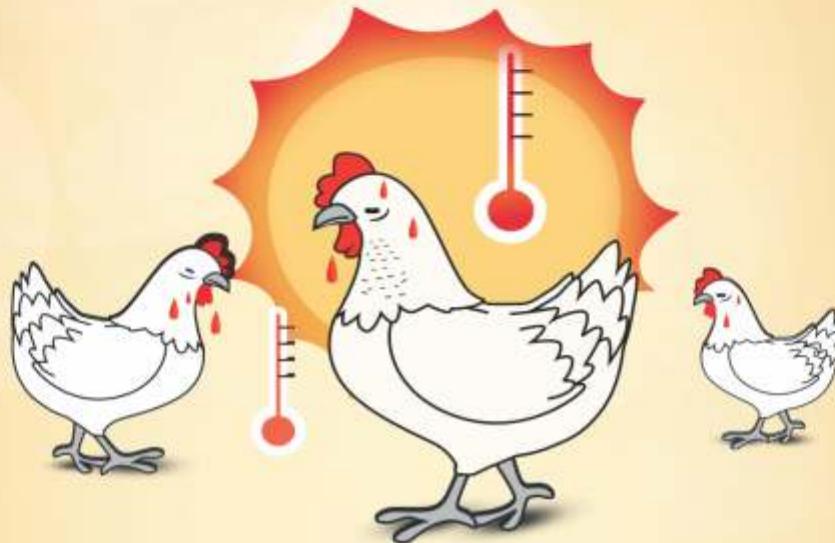
Designer eggs can be fortified with essential vitamins and minerals, helping to address micronutrient deficiencies in the population, especially in regions where malnutrition is prevalent.

The Importance of Designer Eggs in Modern Nutrition and Poultry Science

Designer eggs represent a transformative advancement in food technology, addressing both consumer health demands and agricultural innovation. By strategically modifying hens' diets or employing biotechnological methods, these eggs offer tailored nutritional profiles that surpass

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Benefits

Betaine act as osmolyte to prevent cell damage, protecting them from osmotic stress & dehydration by maintaining their water & ion balance. Reducing the negative effects of heat stress

As methyl donors, betaine sparing Methionine & Choline in birds diet to reduce feed cost

Increased absorption of nutrients & maintain gut integrity

Improved litter moisture level

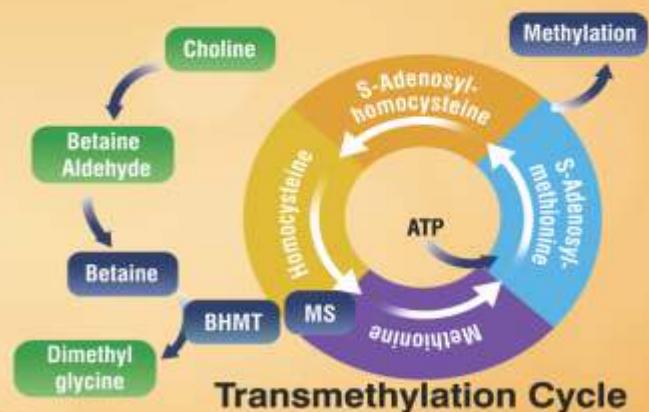
Improved resistance to coccidiosis

Improves carcass quality

Recommended Inclusion Level (Kg/MT of Feed)

Broilers - 0.5-1 | Layers - 0.2-0.5 | Breeders - 0.5-1.2

Presentation : 25 kg bag



conventional eggs, positioning them as critical tools for public health, economic growth, and sustainable food systems.

1. Addressing Modern Health Challenges

Cardiovascular Health:

Designer eggs are engineered to reduce cholesterol levels by up to 17% compared to regular eggs, directly countering concerns about cardiovascular diseases. They also feature an optimized omega-6 to omega-3 fatty acid ratio (closer to 1:1 versus 15:1 in standard eggs), which is linked to reduced inflammation and improved heart health. Enrichment with docosahexaenoic acid (DHA), an omega-3 fatty acid, further supports cognitive function and neuroprotection.

Micronutrient Deficiencies:

Fortified with vitamins (A, D, E), minerals (selenium, iodine), and antioxidants (lutein, zeaxanthin), designer eggs combat widespread deficiencies. For example, vitamin E levels can increase by 150%, enhancing immune response and reducing oxidative stress. Such modifications are particularly vital in regions with limited access to diverse diets, offering a cost-effective solution to malnutrition.

Functional Food Potential:

Beyond basic nutrition, designer eggs incorporate bioactive compounds like antibodies and antimicrobial peptides, which may improve gut health and immune function. They also serve as carriers for therapeutic molecules, such as vaccines or anti-inflammatory agents, expanding their role in preventive healthcare.

2. Economic and Agricultural Impact

Market Differentiation:

Consumers increasingly prioritize functional foods, driving demand

for value-added products. Designer eggs command premium prices, enabling poultry farmers to diversify revenue streams and improve profitability. For instance, omega-3-enriched eggs often retail at 20–30% higher prices than conventional eggs.

Sustainability and Efficiency:

Producing nutrient-dense eggs requires minimal infrastructure changes. By adjusting feed formulations using flaxseed, algae, or marigold extract, farmers can enhance egg quality without genetic modification, ensuring scalability and acceptance in conservative markets. This approach aligns with sustainable agriculture by reducing reliance on synthetic supplements.

3. Public Health and Food Security

Combating Lifestyle Diseases:

With rising rates of diabetes, obesity, and hypertension, designer eggs provide a dietary intervention that aligns with medical guidelines. Their low saturated fat content and high antioxidant levels make them suitable for therapeutic diets.

Global Nutrition Goals:

In developing nations, designer eggs offer a scalable method to deliver essential nutrients. For example, iodine-fortified eggs can prevent goiter in iodine-deficient populations, while iron-enriched varieties address anemia. This strategy complements government initiatives to eradicate malnutrition without overhauling existing food habits.

4. Consumer Demand and Market Value

- The rise in lifestyle diseases and increased health awareness has driven demand for value-added, health-promoting foods like designer eggs. Consumers are

willing to pay a premium for eggs with enhanced nutritional properties.

- Designer eggs provide an opportunity for poultry farmers to diversify their products and increase their income, as these eggs typically command higher prices in the market.

Bio-pharming

Developing genetically modified chickens by biotechnology tools that produce compounds that can be harvested from the eggs. These compounds include insulin for the treatment of diabetes. The hen, like all animals, produces antibodies to neutralize the antigens (viruses, bacteria etc.) to which she is exposed to each day. These antibodies circulate throughout her body and are transferred to her egg as protection to the developing chick. The hen can develop antibodies against a large array of antigens and concentrate them in the egg. Specific antigens can be selected and injected into the hen for developing antibodies against them. Chicken can synthesize and deposit interferons, monoclonal antibodies, recombinant human antibodies against autoimmune diseases, and cancer etc. in their eggs.

Conclusion

Designer eggs represent a pioneering approach in poultry science, offering tailored nutritional solutions to meet the evolving needs of consumers. By enriching eggs with beneficial nutrients and reducing undesirable components, designer eggs provide significant health advantages, support public health initiatives, and create new economic opportunities for poultry farmers. As functional foods, they play a crucial role in addressing modern health challenges and advancing the value of poultry products in the global market.



10 Common Mistakes in Poultry Farming

- Inadequate housing and ventilation
- Poor biosecurity measures
- Poor Nutrition management
- Ignoring hygiene practices
- Failure to monitor health regularly
- Improper handling and management
- Lack of pest and predator control
- Inadequate record keeping
- Ignoring environmental factors
- Overlooking biosecurity training for staff

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Heat Stress in Poultry: Physiological Responses and Mitigation Strategies

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Introduction

Poultry are highly susceptible to environmental stressors, especially heat stress, due to their poor thermoregulatory capacity. Poultry are adversely affected by heat stress the physiology, productivity, immune status, and overall well-being of poultry. This article highlights the physiological responses of poultry to heat stress, its implications on performance and mitigation techniques.

Poultry farming contributes a significant role in rural income and food security, particularly in tropical and subtropical regions. However, poultry birds are homeothermic animals with a high metabolic rate and poor ability to releasing excess

body heat due to the lack of sweat glands. As global temperatures rise and heatwaves occur more frequently, the incidence of heat stress in poultry is increasing, posing a very serious threat to poultry health and productivity. Heat stress happens when birds are unable to maintain a balance between body heat production and loss. It usually starts to affect poultry at ambient temperatures above 30°C and becomes severe above 35°C, especially when combined with high humidity.

Physiological Response to Heat Stress

Heat is one of the most severe stressors in poultry production. The typical consequence of heat stress



is the deprivation of feed intake leading to reduced body weight and egg production. The metabolic responses are the major physiological factors that account for such behaviour. Due to the lack of sweat glands, poultry face problems in releasing the heat from the body to the environment and rely on panting to release the body heat. The initiation of immune inflammation takes place due to the penetration of microbes arising from challenged gut health and loosening of enterocytes. The generation of oxidative stress due to the overproduction of reactive oxygen species (ROS) is another problem that arises due to heat stress. The physiological response of poultry to heat stress involves the secretion of catecholamines such as adrenaline and noradrenaline through the sympathetic adreno-medullary pathway. This is subsequently followed by the activation of the hypothalamic–pituitary–adrenal (HPA) axis which secretes glucocorticoids.

- **Body Temperature and Respiration Rate**

Body temperature serves as a useful marker for heat stress. In chickens, the body temperature increases from 41.3°C under normal conditions to 42.4°C under acute heat stress and 41.7°C under chronic heat stress. The poultry body temperature increases during the heat stress due to lack of sweat glands. In tropical climates, chickens depend on respiration rates to reduce body temperature. The respiration rates are higher during heat stress, leading to a decrease in blood CO₂ concentration. Respiratory alkalosis is a physiological state that is characterized by an increase in

blood pH above the normal range. This is frequently caused by increased respiratory rates and a shift in bicarbonate to CO₂ ratio. Consequently, heat stress induces respiratory alkalosis in chickens. In conclusion, body temperature can be served as an indicator for assessing the impact of heat stress, which can be detrimental due to the respiratory alkalosis condition in chickens.

- **Behavioural Response to Heat Stress**

Behavioural responses to heat stress can be challenging to measure and their interpretation is often subjective. Behavioural responses can be influenced by number of factors including diurnal variation, genetics, sex, and age which complicates both measurement and interpretation. The goal of some studies is to comprehend and set out to understand the mechanism underlying the behavioural changes in response to stress and ways of using this as an indicator of stress. Aggressive behaviour in animals is regulated by various brain regions and the hypothalamus is a key regulator of such behaviour. Research indicates that when the hypothalamus of laying hens is stimulated, they may exhibit aggressive behaviours, potentially due to the subsequent release of dopamine and serotonin. Aggression may present itself as feather pecking, which can lead to injuries and in extreme cases, death. Research indicates that stress is a major causal factor to feather pecking in birds subjected to high stocking density, heat

stress, or isolation. Aggression has been demonstrated to enhance feed consumption while simultaneously reducing the feed conversion ratio in chickens, consequently resulting in economic losses. Stress has also been associated with alterations in feeding, drinking, and activity habits. For instance, a reduction in feed intake coupled with an increase in water consumption has been observed in heat-stressed broilers, laying hens, and ducks. Feather pecking and cage pecking are examples of pecking behaviours in chickens that may be triggered by high temperatures or dissatisfaction from inability to perform specific actions. Behaviour evaluations can offer significant insights into an animal's welfare status, and they can be integrated with other physiological evaluations to enhance the understanding of the animal's welfare status.

- **Immune Response to Heat Stress**

A strong immune system is directly related to healthy hens; it is essential for improved production performance. The main immunological or lymphoid organs such as the thymus, bursa of Fabricius and spleen activity have been observed to be decreased under heat stress in chickens. The enhanced intestinal permeability arising due to HS facilitates the entry of pathogens through the gastrointestinal tract. The increase in the proportion of intestinal pathogenic bacteria such as *Salmonella* sp., *Clostridium* sp., and *Escherichia coli*, leads to a decline in immune



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performances in the heat stress chicken. The assessment of the adaptive immune response has provided greater insight into the capacity of chickens to react under heat stress. When the birds are exposed to dangerous bacteria, induces oxidative stress and inflammatory reactions with in the intestinal tract. Additionally, the establishment of harmful bacteria first colonize in the crop and intestines, leading to lymphoid organ alterations

- **Endocrine Responses to Heat Stress**

The Hypothalamic-Pituitary-Adrenal (HPA) axis plays a significant role in regulating the adaptive response to heat stress, that mediate changes in reproduction, metabolism, production, and behavior. The HPA axis plays key role to regulate the hormones for maintaining homeostasis of the body. In all animal species, including poultry, the primary target gland of the HPA axis during the stress response is the adrenal gland which is responsible for the secretion of glucocorticoids.

Corticotropin releasing hormone (CRH) and arginine vasotocin (AVT) are secreted from the nucleus of the hippocampal commissure and paraventricular nucleus of the hypothalamus respectively, upon the activation of the HPA axis in birds. In response to stress, birds secrete neurohormone arginine vasotocin (AVT) which exhibit structural and functional similarities to arginine vasopressin (AVP) found in mammals. The anterior pituitary gland is stimulated to produce adrenocorticotrophic hormone (ACTH) through the actions of corticotropin releasing hormone (CRH) and AVT. Adrenocorticotrophic hormone act on the adrenal cortical cells, prompting them to release glucocorticoids (GCs) such as cortisol and corticosterone. Both GCs exert negative feedback on the hypothalamus, helping to return its activity to baseline level safter stimulation. GCs facilitate the hypothalamus return in returning to its baseline activity level by providing negative feedback. Thyroid hormones namely

triiodothyronine (T3) and thyroxine (T4), which are secreted by the thyroid gland, also play a critical role in maintaining metabolic rate. Research has indicated that T3 hormone concentration were lowered in the heat-stressed birds. The reduction of T3 concentration during heat stress is due to a decrease in peripheral deiodination of T4 to T3. Besides this, the secretion of the gonadotrophin-releasing hormone is observed to be impaired in heat-stressed birds. Furthermore, sex hormones such as plasma progesterone, testosterone, and estradiol were also found to be lowered in heat-stressed birds. The heat stressed birds, decreased growth rate, reproductive efficiency and production performance due to alteration of hormone.

- **Oxidative Response to Heat Stress**

Reactive oxygen species (ROS) are free radicals and peroxides that are typically produced within the cells during normal metabolism. These species play a significant role in various



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cellular functions such as cytokine transcription, immunomodulation, and ion transportation. The excess ROS produced within cells are eliminated by physiological detoxification mechanisms that present within the cells. Under thermoneutral condition, activation of transcriptional factor Nrf2 causes the additional synthesis of a group of antioxidant molecules, which deals with elevated level of ROS produced within the cell. However, due to the imbalance between these systems, either by higher production of ROS or by a decrease in the efficacy of the antioxidant defense system, results in cellular stress conditions commonly referred to as oxidative stress. The overproduction of free radicals generated during oxidative stress damage all the components of the cells including proteins, lipids, and DNA. The consequences of oxidative stress vary in accordance with its intensity, ranging from small reversible changes to apoptosis and cell death in instances of severe oxidative stress. In poultry, oxidative stress is associated with biological damage, severe health disorders, lower growth rates, and economic losses.

Mitigation and Management Strategies

A continuous increase in the environmental temperature globally emphasizes the use of various strategies to counteract. Various methods, which are covered below, have been attempted with varying degrees of success

- **Environment and housing**

Several rearing systems have

been utilized to enhanced the welfare, health and production outcomes of poultry species. The most popular used rearing systems are litter rearing system (LRS), cage rearing system (CRS) and perforated plastic slate rearing system (PSRS). However, in terms of growth performance and carcass yield under heat stress, the CRS and LRS system were preferred over PSRS. On the other hand, LRS systems are more preferable for the rearing of laying hens due to superior immune responses and fewer chances for pathogenic infections.

Many strategies, such as reducing stocking density, improving housing and ventilation, and installing appropriate cooling equipment, have been tried to prevent economical loss due to heat stress. However, the poultry industry is characterized by intense competition, and any increase in costs will necessitate a rise in the final product's price. Therefore, it is crucial to minimize expenses. Housing, ventilation, and cooling system modifications are likely regionally applicable and can occasionally be expensive to construction and maintenance cost.

- **Nutritional Management**

Significant focus has been directed towards the role of nutrition in reducing the effects of heat stress, with cold water being the most readily available and easily implementable option. Various research has indicated that fresh and cool drinking water can mitigate the consequences of HS. Additionally, drinking water may be supplemented with

electrolyte solutions (sodium, chloride, potassium, and sodium bicarbonate) to supply essential electrolytes and help maintain acid-base equilibrium. The intake of water increases with the addition of electrolytes, potentially improving the heat tolerance of chickens. Poultry farmers have adopted these strategies because they are highly successful in the field.

Vitamins and minerals were the first choice for researchers and have been thoroughly investigated to mitigate the adverse effect of heat stress (HS). For example, the dietary supplementation of vitamins A, C, and E has been shown to improve egg production, hatchability, and fertility, while also reducing egg breakage and mortality rates in laying hens subjected to high temperatures

Various research reported that the dietary supplementation of vitamins C and E leads to improved eggshell quality, increased feed intake, and enhanced body weight in chickens under heat stress. Although vitamin C is produced within the body, but its dietary supplementation remains beneficial. This may be attributed to the limited availability of plasma ascorbic acid due to a reduction in the bird's capacity to synthesize vitamin C under heat stress. In contrast, vitamin E possesses free radical scavenging properties and act as as a first line of defense against lipid peroxidation. Additionally, it contributes to the enhancement of fatty acid composition, feed intake, feed efficiency, egg production, egg



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CEFOPERAZONE SODIUM STERILE

CEFTAZIDIME FOR INJECTION (BULK STERILE)

CEFTIOFUR HYDROCHLORIDE VET IHS

CEFTIOFUR SODIUM STERILE VET IHS

CEFTIOFUR VET IHS

CEFTIZOXIME SODIUM STERILE

CEFTRIAZONE SODIUM (STERILE)

CHLORTETRACYCLINE 15% GRANULAR

CLARITHROMYCIN

LEVAMISOLE HYDROCHLORIDE (VET)

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LINCOMYCIN HCL

NEOMYCIN SULFATE VET IP

OXYTETRACYCLINE HYDROCHLORIDE

SODIUM ASCORBATE

SULBACTAM SODIUM STERILE

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TIAMULIN HYDROGEN FUMARATE PREMIX 10%

TILMICOSIN PHOSPHATE IH (VET)

TYLOSIN PHOSPHATE PREMIX 10% (GRANULAR)

TYLOSIN TARTRATE (VET)

TYLVALOSIN TARTRATE IH (VET)

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VITAMIN AD3 (FEED GRADE)

VITAMIN B1 HCL

VITAMIN B1 MONO

VITAMIN B-12 1% FEED GRADE

VITAMIN B6

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quality, and the oxidative stability of the muscle in chickens.

Oxidative stress poses a significant concern under high ambient temperature. Organic mineral salts exhibit antioxidant properties that help in inhibiting the formation of free radicals, thereby mitigating oxidative stress. This is supported by research indicating that the adverse effects of heat stress (HS) were alleviated in embryos from dams that were fed organic selenium, which resulted in an increase in the glutathione-glutathione peroxidase (GSH-GPX) system. Zinc plays significant role in the suppressing free radicals, functioning as a cofactor (Cu/Zn-SOD) and also inhibiting NADPH-dependent lipid peroxidation. Furthermore, it plays a significant to enhancing antioxidant capacity and

increasing serum concentrations of Vitamins C and E.

A combination of vitamins and minerals has a synergistic effect in mitigating the impact of heat stress on chickens. Correspondingly, an increased body weight, improved feed conversion efficiency, and carcass quality were observed in heat stress birds that supplemented with a combination of vitamin E with Zn in diets. Additionally, the supplementation of vitamin C and of Zn resulted in the reduction of blood glucose and cholesterol levels under heat stress. The Supplementation of vitamins, minerals, probiotics and feed additives is useful to reduce the negative effect of heat stress in chickens and should be implemented appropriately when the environmental temperature

rises beyond the thermoneutral zone.

Conclusion

As global temperatures continue to rise, heat stress poses a significant challenge to the growth of poultry industries. Several strategies have been implemented and evaluated to mitigate heat stress in poultry. A number of factors, including high ambient temperatures, humidity, radiant heat, and air velocity, interact to create heat stress in poultry, which alters their physiology, neuroendocrine system, behaviour and immunity. Therefore, no single strategy is enough to negate the effects of heat stress on chickens. Consequently, it is essential to adopt a comprehensive strategy to reduce the negative effect of heat stress on poultry. Adequate nutrition, appropriate housing, and effective management practices are beneficial in mitigating heat stress.



NOVEL COMBINATION FOR BETTER IMMUNITY AND PERFORMANCE OF BIRDS



Benefits

- | | | |
|---|--|--|
| 01 Improves immune status of bird | 04 Enhances overall growth performance in broiler & egg production in layer | 07 Improves performance under heat stress |
| 02 Improves vaccination titer against ND & IBD | 05 Improves hatchability in breeders | 08 Improves normal absorption & metabolism calcium & phosphorus |
| 03 Reduces the stress during transportation, debeaking, vaccination & any oxidative stress | 06 Reduces problem of exudative diathesis in chick | 09 Improves the egg shell quality in laying hens |

Composition

- | | |
|---|--|
|  Vitamin-E |  Zinc Zn (Powder & Liquid) |
|  Vitamin-D ₃ |  Organic selenium as hydroxy selenomethionine |

Dosage

- 5 ml for 100 chicks
- 15-20 ml for 100 broiler birds for 5 days
- 20 ml for 100 layer birds 7 days
- 25ml for 100 breeder for 7 days



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Sustaining Efficacy in Coccidiosis Control

Dr. Priyanka Kamble, Sr. Marketing Manager, Huvepharma SEA

Coccidiosis remains one of the most economically damaging diseases in poultry farming, globally affecting bird health, growth rates, feed conversion, and ultimately, profitability. Caused by protozoan parasites of the *Eimeria* genus, this disease targets the Gut Health and is nearly impossible to eradicate completely. The key to effective management lies in **long-term control**, with the primary goal being to maintain **low coccidial pressure** throughout the production cycle.

At **Huvepharma**, we emphasize the importance of **rotating coccidiostats** as a cornerstone strategy in the battle against coccidiosis. The practice of rotation is not just about maintaining performance; it's about **preserving efficacy** and **delaying resistance development**—especially in an era where no new coccidiostat molecules are expected in the near future.

Understanding the Need for Rotation

Coccidiostats have been used in commercial poultry production for decades. While they are indispensable tools, their **overuse or misuse can lead to resistance**. *Eimeria* parasites can adapt to the same anticoccidial product if it's used repeatedly without rotation, rendering it less effective over time.

By **alternating between ionophores and synthetic molecules** or using different combinations strategically across and within production cycles, producers can reduce the selective pressure on parasites and preserve product efficacy.

Field Evidence: Resistance Is real

A compelling example comes from a large **European poultry integrator** that used the same combination product (nicarbazin/narasin) for **over four consecutive years**. Although the inophore used post-combination was rotated between narasin, salinomycin, and monensin three times a year, the producers **did not see the need to switch to a newer combination** like **Monicox®** (nicarbazin/monensin), as field performance appeared acceptable.

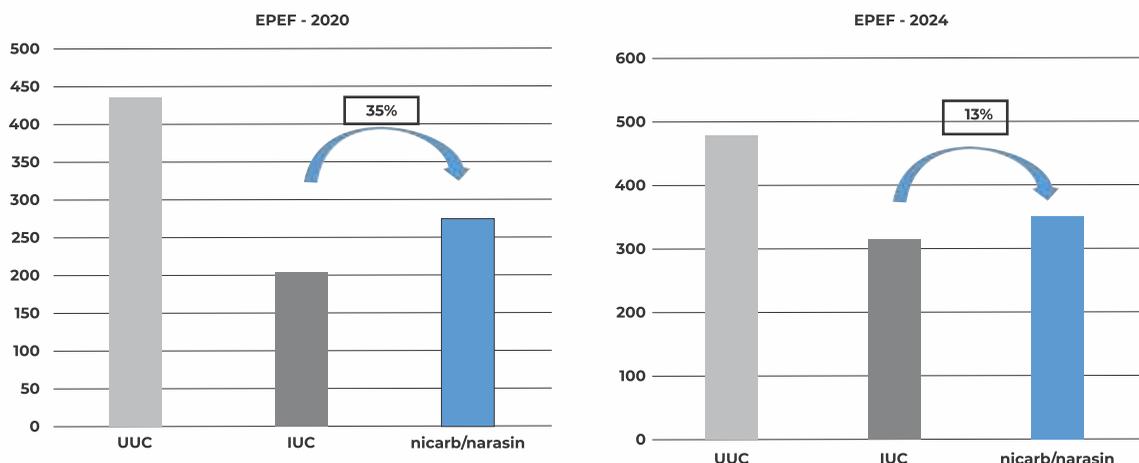


Figure 1. AST performance results from samples taken in 2020 (left) and 2024 (right)

To evaluate this practice, **Huvepharma conducted field sampling and anticoccidial sensitivity trials (AST) in 2020 and again in 2024**. In 2020, the performance improvement of the existing combination product versus an infected, untreated control (IUC) was **35%**, indicating good efficacy.

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monensin + nicarbazin

Reveal your hidden performance



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However, by 2024, the same product only showed a **13% improvement**, a level considered to provide **minimal benefit**. In just four years, the **efficacy had dropped by more than half**.

A second example of the benefit of rotation comes from field data generated by another European poultry producer. Prior to the trial there were not many rotations. In the summer of 2022, the producer decided to do a chemical break with Stenorol. Figure 2 shows the evolution of the European production efficiency factor (EPEF) before, during and after the chemical break. Before the break, the nicarbazin/narasin combination product was used in the starter diet. After the break, Monicox® (nicarbazin/monensin) was used in the starter diet. The graph clearly shows the benefit this chemical break brought to the company. For the first time they were able to reach an EPEF of more than 400.

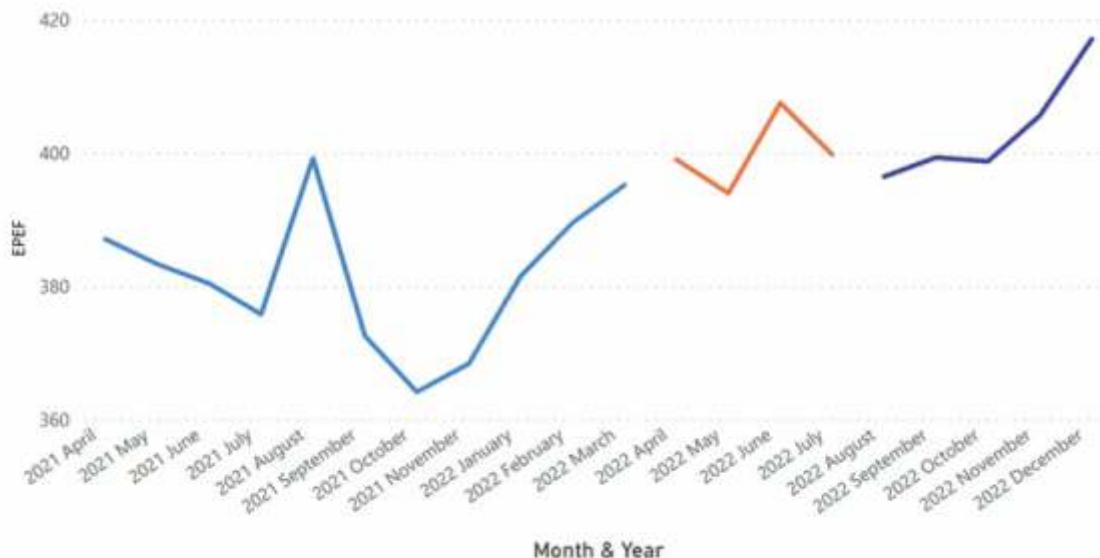


Figure 2. Evolution of the European production efficiency factor (EPEF) from early 2021 to the end of 2022.

Figures 3 and 4 show the improvement in EPEF was mainly driven by a lower feed conversion rate (FCR), although the growth was positively influenced by the chemical break and rotation to **Monicox®**

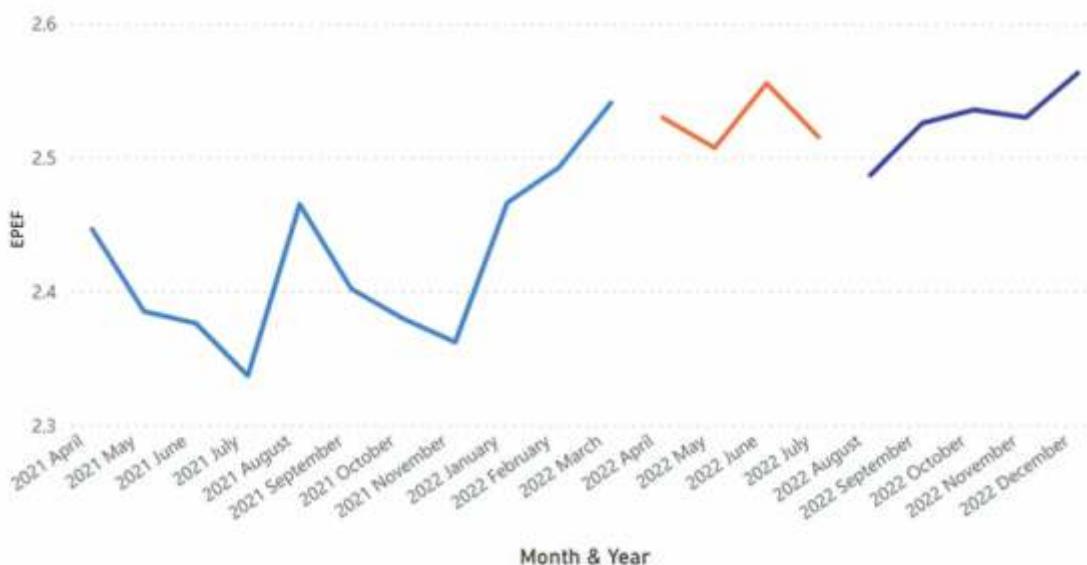


Figure 3. Evolution of adjusted weight from early 2021 to the end of 2022

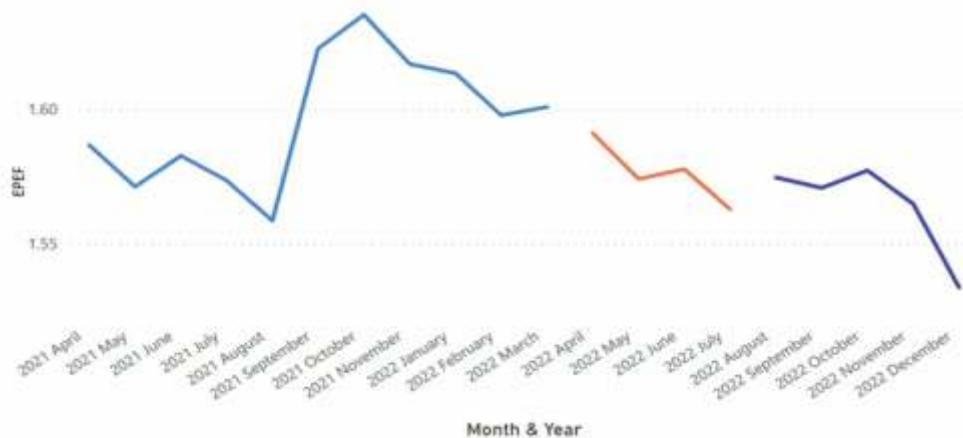


Figure 4. Evolution of adjusted FCR from early 2021 to the end of 2022

Following this clear evidence of reduced sensitivity, the integrator **revised their anticoccidial strategy**, adopting **Monicox®** and implementing a **rotation with another effective combination product**, resulting in significant field performance improvements.

The Iceberg Effect: What You Don't See Can Hurt Performance

Even when problems in the field are not obvious, **failure to rotate coccidiostats inevitably impacts performance**. This is why the **visual of an iceberg** is often used when discussing coccidiosis—the visible symptoms are only a fraction of the problem. Much of the **damage occurs subclinically**, hidden beneath the surface and often unnoticed by producers.

This makes timely and science-based decisions all the more challenging. But the principle is simple: **overusing any single product will reduce its effectiveness** over time. This principle applies not only to anticoccidials, but to **all disease control tools** across veterinary medicine.

All data shown in this article was gathered using Aviapp®, the poultry performance platform from Huvepharma that enables precision monitoring and evidence-based decision-making in commercial production environments.

Huvepharma's Science-Driven Approach

We advocate for **structured anticoccidial programs** that involve:

- **Shuttle Programs:** Using different products in the starter and grower phases within a single cycle.
- **Full Rotation Programs:** Changing molecules or combination products across successive cycles.
- **Resistance Monitoring:** Regular AST and field surveillance to guide decision-making.
- **Integrated Solutions:** Combining coccidiostats with good management, biosecurity, and vaccination where appropriate.

Conclusion

The case of the European integrator illustrates a broader truth: **perceived short-term stability can mask underlying resistance development**. Coccidiosis control is a long game, and **rotation is not optional—it's essential**. With no new molecules in the pipeline, the poultry industry must act responsibly to safeguard the tools we have. At Huvepharma, we provide producers with **scientific, field-proven solutions** to manage coccidiosis more effectively—ensuring healthier flocks and sustainable performance.



To know more, please contact Huvepharma technical team

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Fortress for the Flock: A Practical Guide to Poultry Biosecurity



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What is Biosecurity?

Biosecurity refers to practices and protocols that prevent the introduction and spread of diseases in animals. For poultry, this means creating barriers between your birds and potential sources of infection—be they wild birds, pests, dirty equipment, or even visitors.

Why is it Important?

Outbreaks of avian influenza (bird flu), Newcastle disease, and other infections can cause major economic losses, destroy breeding programs, and lead to regional lockdowns or culling. Even in backyard settings, these diseases can devastate flocks and pose zoonotic risks (diseases that jump from animals to humans).

Keeping birds healthy is not just about productivity—it's about responsibility. Your actions can protect your birds, your neighbours' flocks, and the entire poultry industry.

Fortunately, biosecurity doesn't need to be complicated or expensive. It's about **developing habits, setting boundaries, and**

staying consistent.

Here are the **six pillars of effective poultry biosecurity**, tailored for real-life application:

1. Cleanliness Is Non-Negotiable

- **Wash hands thoroughly** with soap before and after handling birds.
- Use a **footbath with disinfectant** at the entrance to the poultry area. Refresh it regularly.
- **Disinfect feeders, drinkers, tools, and egg trays** at least once a week—or more often if illness is suspected.
- Avoid bringing dirty equipment from other farms.

2. Control Who and What Enters

- Restrict visitor access. Anyone who has contact with other birds or farms should not enter without disinfection.
- Keep **dedicated clothing and boots** for working with poultry.
- If you've been to a bird

market, exhibition, or another poultry farm, **shower and change** before entering your own coop

3. Quarantine Is Protection, Not Punishment

- **Isolate new birds** for 14–21 days before introducing them to the main flock.
- Watch for coughing, diarrhoea, ruffled feathers, or lethargy.
- Quarantine should be in a **separate area**, ideally downwind from the rest of your birds.

4. Block Wildlife and Pests

- Cover the run with **netting or roofing** to prevent wild bird droppings, which can carry deadly viruses.
- Use **rat-proof feed containers** and clean up spilled food to avoid attracting rodents.
- Keep grass trimmed and standing water drained to limit insects and parasites.

5. Prevent, Don't Just React

- **Vaccinate** when possible. Common vaccines include those for Newcastle disease, fowl pox, and Marek's disease.
- Follow a flock health plan—routine **deworming, vitamin supplementation, and probiotic use** can keep immune systems strong.
- Observe your birds daily. Early signs like reduced egg production or abnormal

droppings are warning flags.

6. Document and Track Everything

- Keep records of:
 - Bird purchases or movements
 - Health treatments and vaccinations
 - Egg production and mortalities
 - Visitor logs

These notes become invaluable if a disease outbreak occurs and officials need to trace the source.

Turning Biosecurity into a

Lifestyle

Biosecurity is not a one-time chore—it's a daily commitment. Here's how to **make it second nature** and protect your investment for the long haul.

Routine Is Your Superpower

Create a **daily, weekly, and monthly checklist**. For example:

- **Daily:** Feed/water checks, visual inspection of birds, perimeter check.
- **Weekly:** Deep clean waterers/feeders, inspect fences/nets, clean footbaths.



- **Monthly:** Health records update, pest control check, review of quarantine area.

Stay Informed and Connected

- Join local poultry groups, forums, or WhatsApp groups.
- Follow updates from your **State agriculture department or veterinary authority.**
- Learn from outbreaks elsewhere—diseases travel fast.

Be Prepared for Emergencies

- Know the **signs of major poultry diseases.**
- Keep the contact number of a local **veterinarian or animal health officer.**
- Have an isolation protocol ready in case of a suspected outbreak.

Your Role in a Bigger Picture

Backyard keepers and hobbyists make up a large part of the global poultry community. Your birds may be “just for eggs” or “just pets,” but your practices matter. Poor biosecurity can help diseases spread far beyond your fence—across villages, farms, and even countries.

Conclusion: Biosecurity – The Backbone of Sustainable Poultry Keeping

In poultry production, whether at a backyard or small-farm scale, **biosecurity**

serves as the primary line of defence. It acts as an invisible barrier that prevents the introduction and spread of infectious diseases, protecting not only flock health but also food security, community wellbeing, and economic stability.

The strategies discussed—ranging from hygiene and quarantine protocols to pest control and vaccination—are practical, affordable, and effective when consistently implemented. While each measure may seem small, together they form a comprehensive shield against common and devastating poultry diseases. In contrast, neglecting biosecurity can lead to disastrous outcomes, including widespread illness, high mortality rates, forced culling, and financial losses.

More than a checklist, **biosecurity represents a culture of prevention and care.** It is maintained through

daily habits, ongoing vigilance, and a commitment to proactive flock management. Every act of cleaning, isolating new birds, or inspecting enclosures contributes to a healthier and more resilient poultry environment.

In an era where disease threats can cross borders and affect even the smallest operations, the role of every poultry keeper becomes increasingly significant. Responsible practices at the individual level strengthen the entire poultry sector and help protect regional and national food systems.

By embedding biosecurity into routine management, poultry keepers contribute to a stronger, safer, and more sustainable future for birds, farms, and communities alike.

Healthy flocks begin with strong, preventive foundations. Biosecurity is not optional—it is essential.



Leg Weakness in Commercial Broilers

Introduction

Poultry is one of the fastest growing segments of agricultural sector and providing a vital source of protein and income for millions worldwide. Leg problems are one of the most prevalent and serious health concerns in poultry. For heavy meat-type birds such as broiler chicken, the problems become very complex since the birds gain more weight quickly than they develop the bone structure needed to support its body weight.

Leg Weakness

The term leg weakness includes all forms of lameness in addition to any physical abnormality of the leg which may be detrimental to the birds performance. Clinical symptoms are mostly characterized by reduced walking ability, unstable standing, frequent squatting or lameness. Lamé broilers cannot walk easily and unfortunately, they cannot reach the feeder and drinker when they are hungry or thirsty. Leg weakness leads to high incidence of morbidity than mortality. Leg problems in broilers can arise from infectious and non-infectious causes, leads to significant health and welfare issues

for the birds.

Risk Factors Of Leg Problems:

1. Genetics
2. Disease
3. Nutritional
4. Managemental
5. Embryonic developmental factors.

1. Genetic factors:

- Selective breeding for rapid growth and increased body weight often leads to excessive stress on the skeletal system.
- Maintaining genetic diversity is crucial for improving overall health and resilience against leg issues.
- Utilizing genomic tools to identify and select against genetic predispositions to leg disorders.

2. Disease factors:

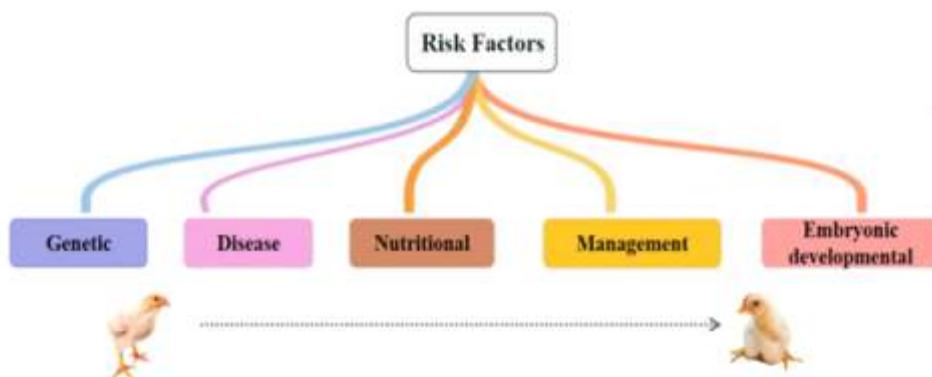
- Disease factors that cause leg diseases in broiler chickens include viruses, bacteria, fungi and parasites, all of which can affect leg health in broilers.
- Mycotoxicosis negatively affects phosphorus metabolism and bone mineralization in broilers.

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In particularly, Aflatoxin exposure weakens the tibia and increases leg torsion.

- Parasites compete for nutrients, impairing digestion and absorption, leading to nutritional deficiencies and higher risk of leg diseases.

especially animal protein, leads to impaired purine metabolism in the body.

- This results in the conversion of purines into large amounts of uric acid and urates, which are deposited in internal organs and joints.

Viral Disease	Causative agent	Transmission	Symptoms
Marek's Disease	Herpes virus	Direct contact, feather dander.	Leg paralysis (one leg forward, one backward)
Avian Encephalomyelitis (AE)	Picornavirus	Vertical (eggs), horizontal	Tremors, weakness, unsteady gait, leg paralysis
Newcastle Disease	Paramyxovirus	Airborne, contaminated feed/water	Nervous signs, leg and wing paralysis, twisted neck
Avian Reo virus	Reo virus	Faecal-oral, mechanical vectors	Viral arthritis, swollen hocks, lameness

Bacterial Disease	Causative agent	Transmission	Symptoms
Bumble foot	Staphylococcus aureus	Skin wounds, dirty litter, hard surfaces	Swollen, painful footpad abscesses.
Mycoplasma synoviae	Mycoplasma synoviae	Direct contact, eggs (vertical), airborne.	Swollen joints (hock, foot)
Bacterial Chondronecrosis	Staphylococcus aureus	In Damaged cartilage, bacteria travel from the gut into the bloodstream.	Arthritis, swollen joints, lameness
Salmonellosis (Pullorum Disease)	Salmonella Pullorum	Vertical (eggs), direct contact	Swollen hocks, white diarrhea

Fungal Disease	Causative agent	Transmission	Symptoms
Aflatoxicosis	Aspergillus flavus	Ingestion of aflatoxin-contaminated feed	Lameness, poor coordination, joint degeneration

Parasite Disease	Causative agent	Transmission	Symptoms
Scaly Leg Mite	Knemidocoptes mutans	Direct contact, contaminated surfaces	Raised, crusty scales on legs, lameness, irritation
Coccidiosis (Severe)	Eimeria spp.	Faecal-oral, contaminated litter	Reluctance to move (secondary leg issues)

3. Nutritional factors:

Balanced Diet:

Deficiency of manganese, zinc or water-soluble vitamins can cause valgus deformities.

Vitamin Deficiencies:

- Vitamin D3 deficiency causes Rickets and it leads to soft bones and lameness in chicks
- Riboflavin deficiency causes curled-toe paralysis, straddle legs.
- Biotin deficiency can lead to footpad dermatitis.

Excess Protein:

- Excess protein content in feed,

- This can cause swelling and deformation of the toes and leg joints, leading to lameness.

Calcium and Phosphorus:

- Deficiencies in Ca and P lead to chondroplasia or osteoporosis, affecting bone development.
- Proper levels are essential for strong skeletal growth in fast-growing broilers.



Curled toe paralysis



Perosis

4. Management factors:

a) Slippery floor surfaces:

The biggest problem with slippery surfaces is straddled legs or splayed legs.

b) Insufficient feeder and drinker space:

Crowding at feeders and waterers tends to put undue stress on the birds legs and it leads to hock disorders.

c) Wet Bedding Material (litter):

- Broiler chickens raised on **wet or poorly managed litter** often develop tender footpads due to prolonged exposure to moisture and irritants. This can lead to conditions such as **footpad dermatitis, swollen hocks, and breast blisters** especially when birds rest frequently on damp surfaces.

- In severe cases, cracked footpads become entry points for infection, resulting in **bumble foot** (a painful, pus-filled swelling that causes lameness).

- Maintaining dry, clean litter is essential to prevent these **welfare and performance issues**.

d) Improper Equipment:

To prevent leg injuries in young poultry, it's important to ensure that **mesh wire brooders have small enough gaps** to avoid birds getting their hocks stuck.



5. Embryonic developmental factors:

1. Embryonic development is completely dependent on the nutrients stored within the embryonated eggs laid by the hen, such as vitamin D3, minerals and fatty acids.
2. Poor incubation temperature and ventilation can also affect the intake of nutrients from yolk during embryonic development.



Technical Diagnosis Of Leg Weakness:

- Gait score
- Kinematic analysis
- Infrared thermography
- Motion sensors

Gait score:

1. The first manual method to assess gait problems in broilers involves visually scoring their walking ability.
2. A score is assigned ranging from zero (no leg problems) to five (completely paralyzed) according to the criteria as follows.
 - **0** (healthy broiler)
 - **1** (the broiler moves fast, but there is a slight walking deficiency)
 - **2** (the broiler moves fast, but significant walking deficiency is observed)
 - **3** (the broiler moves fast, but there is a significant deficiency)
 - **4** (the broiler cannot move fast and there is a serious difficulty)
 - **5** (the broiler cannot move anymore).

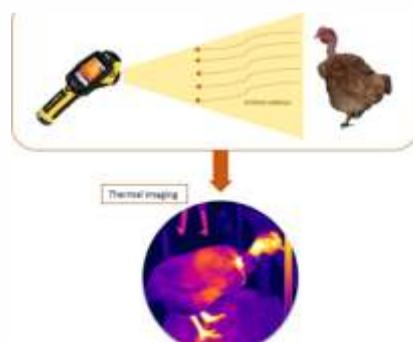
Kinematic analysis

- Kinematic analysis is a valuable tool used to study the movement patterns of poultry legs to detect gait abnormalities and leg disorders early.
- By capturing and analysing video footage of birds walking, researchers can measure

parameters like joint angles, and walking speed.

Infrared Thermography

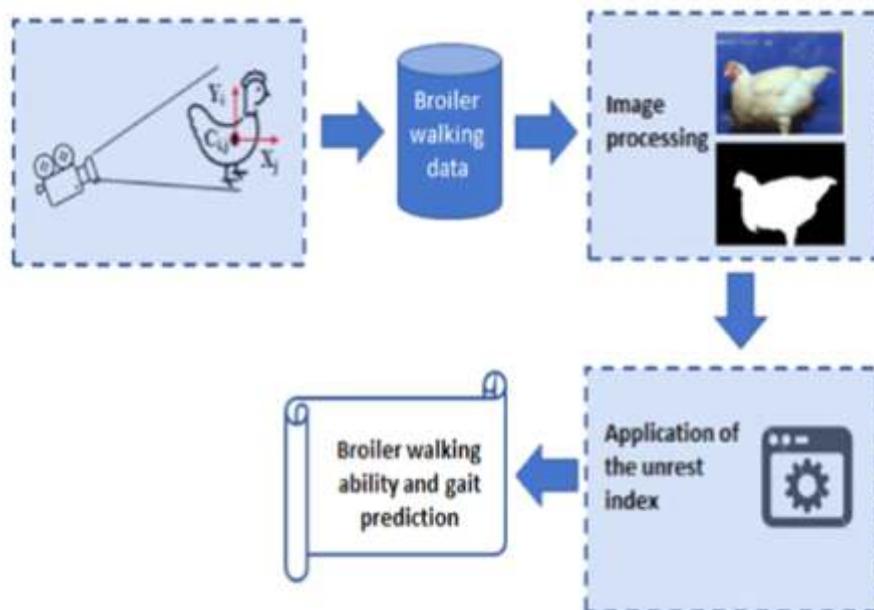
- Infrared Thermography (IRT) or thermal imaging can be a valuable tool for detecting and monitoring leg problems in poultry, particularly Bacterial Chondronecrosis with osteomyelitis.
- IRT measures surface heat and increased or decreased temperatures in specific areas can indicate inflammation or

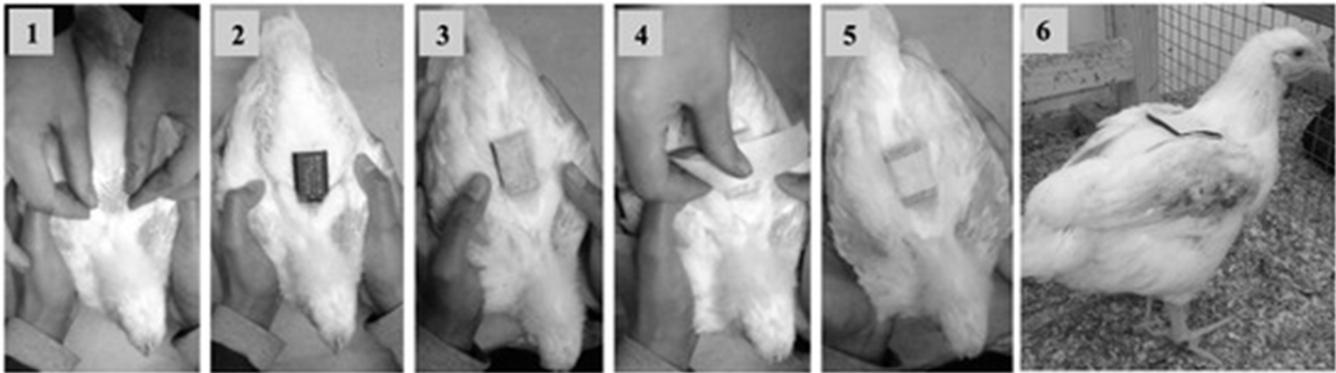


decreased blood flow, which are often associated with leg disorders.

Motion sensors

Motion sensors (wearable devices and cameras) help to monitor leg health by tracking movement and gait. They detect uneven foot pressure, measure walking speed





and assess lameness severity by observing how often birds lie down.

Treatment For Leg Weakness

It includes dietary adjustments, medications and supportive care

like proper management practices. In severe cases, it is essential to consult a veterinarian for proper diagnosis and treatment.

CONCLUSION:

"Healthy Legs, Healthy Birds, Higher Yields!"

Leg problems in poultry result from a combination of nutritional, environmental, genetic, and disease-related risk factors. Using advanced technical analysis tools like gait scoring, kinematic studies, infrared thermography, and motion sensors enables early detection of leg problems. Proactive monitoring and addressing key risk factors are essential to improve bird welfare, reduce lameness, and boost productivity in poultry farms.



Biosecurity in Backyard Poultry: A Neglected Aspect

Introduction

Backyard poultry farming plays a promising role in nutrition of poor and marginal people. Backyard poultry farming is characterized by small flocks, no provision of food and water and extensive rearing of birds. Mainly backyard birds are dependent upon kitchen waste and worms for their survival. Indigenous breeds are mainly selected for backyard poultry because of their ability to survive on low feed, disease resistance and escape from predators. India has poultry population of 851.81 million out of which 317.07 million (37.2%) is backyard poultry. Backyard poultry farming is most familiar kind of raising birds in rural India but it is not scaled up because of limitation of high disease incidence. In this article we have discussed about importance of biosecurity and strategies for backyard poultry.

Importance of Biosecurity

Biosecurity acts as first line of defence for farm. It prevents birds from predator killing, external infections like infections from wild birds and zoonotic infection. Biosecurity does not only mean to prevent birds from disease but also include prevention of two-way infections i.e. from birds to human and vice-versa. Hence, biosecurity is an important barrier which ensure the well being of birds as well as humans.

Biosecurity strategies for backyard poultry

The adoption and implementation

of biosecurity measures majorly depends upon two factors which are awareness among farmers and cost-effectiveness. In developing countries like India, it has been observed that biosecurity measures are not practiced due to a lack of awareness and high cost of the measures. Poultry farmers ignore the biosecurity practices due to lack of knowledge regarding zoonotic potentiality of disease like Avian influenza. Sick birds are mostly slaughtered for consumption. The offal and waste after slaughter are given to dogs or thrown in vicinity of households. These practices increase chances of disease outbreak and transmission. Here are some suggestions and recommendation to improve status of biosecurity in backyard poultry

- Rear one species instead of several, because raising several species together possess risk of disease transmission. Separation of birds according to age is also recommended but FAO do not find it feasible because it limits the free-range area and increase cost of fencing for farmer.
- The other recommendation is proper sanitation and hygiene which include cleaning of utensils, fencing and other things which are in contact with birds in day-to-day activity.
- Many studies have confirmed that birds reared near wetlands are at risk of viral infections. Hence the free-range area

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Challenges among farmers in biosecurity implementation

- Limited guidelines for improving backyard biosecurity.
- Financial constrains of farmers in implementing biosecurity measures.
- Biosecurity implementation needs awareness and resources. Unfortunately, there is less interest in need to protect backyard poultry. In short no specific guidelines are provided to farmers for backyard specific biosecurity measures.

should be away from water bodies.

- Restricting movement of visitors in backyard range limits the spread of infection. It is good to keep record of birds and observe daily behaviour of birds. Also, the farmers associated with backyard rearing are advised not to visit bird trading places poultry farms/meat market and egg market).
- FAO recognise feed and water as biohazard in poultry, hence feeding and watering arrangement for birds should be considered as an important aspect of biosecurity. Farmers should ensure that they are providing clean supplementary food and water to birds in clean containers.
- Health management include management of outbreak of any

disease. When there is an outbreak of disease, the healthy birds should be separated from affected ones. Proper disposal of carcass is also important during disease outbreak. The dead animals should be burned or buried.

- Poultry manure is a good fertilizer but using it untreated leads to serious issues. The poultry yard manure should be composted and then used as fertilizer in farms.
- Personal hygiene measures like washing of hands, wearing of gloves and gumboots while entering and leaving farms limits the risk of human infection.

Some recommended biosecurity measures for backyard poultry (a) Fencing (b) Wearing gum boots (c) Prevention from predators

Conclusion

Backyard poultry farming is a major husbandry practice adopted over globe but the sector is neglected towards new approaches. Backyard poultry is a secondary source of income and nutrition for poor and marginal farmers in developing countries. Safeguard of these birds are not at priority of farmers. Biosecurity plays an important role in prevention of spread of disease which reduces mortality and increase profitability of farm. This article highlights some biosecurity measures that can be adopted at farm. There are some constraints like lack of awareness and financial burden which limits farmers to adopt biosecurity. Country specific trainings, financial assistance for biosecurity implementation can help in achieving biosecurity adoption among farmers and ultimately increasing profitability of farmers.



Unlocking the keys of HACCP and GMP for safe eggs and meat

Eggs and chicken meat are two important poultry products which are nutritious and also available at affordable prices in India. While the biological value of eggs is next to mother's milk, chicken is an important source of various minerals and vitamins besides being a source of high quality protein. However, the benefits associated with consumption of aforesaid poultry products in different forms whether value added or processed are only relevant when the quality includes but not limited only to freshness maintained from farm to fork. HACCP and GMP are the two cornerstones unravelling the potential benefits of consumption of poultry products among nearly three quarter of the population of India.

Hazard Analysis Critical Control Point (HACCP)

HACCP was first developed for NASA's space program in 1959 by Pillsbury. For many years, the HACCP was voluntarily used by the food industry. In 1996, HACCP was mandated by USDA-FSIS in meat and poultry slaughter and/or processing facilities in an attempt to enforce more strict food safety measures. Basically, HACCP system is just

the systematic application of good practice to keep a check on food safety problems and thus producing safe food. Prevention has two key elements: (1) anticipation of the problems and (2) design of the right preventive solutions. Prevention needs to be active, not passive, in approach.

The HACCP system has been adopted worldwide by many food manufacturing companies (Khamisse et al., 2012). HACCP attempts to guarantee food safety and harmlessness, it ensures the protection of products and the correction of failures which decreases the costs for quality defects and practically eliminates the need for final superior control. To produce safe and wholesome egg and meat, egg processing plants and slaughtering facilities must be in accordance with food safety programs (Taylor et al., 2022). Food borne pathogens are common public health hazards in both developed and developing countries regardless of the economic status and geographic locations (Tegegne and Phyto, 2017). Common bacterial pathogens associated with egg and poultry meat products include *Campylobacter* spp., *Salmonella* spp., *Escherichia coli* O157:H7, *Staphylococcus aureus*

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and *Listeria monocytogenes* (Andarge et al., 2019).

HACCP addresses many food safety concerns, including critical factors such as water activity, pH, bacterial pathogens (*Clostridium botulinum*, *Escherichia coli*, *Listeria*, *Salmonella*, *Vibrio cholerae*, *Cronobacterspp*, etc.), viral pathogens (*Enterovirus*, *Hepatitis A*, *Norovirus*, *Rotavirus*, etc.), parasitic pathogens (*Cryptosporidium*, *Entamoeba histolytica*, *Giardia*, *Trichinella*, etc.), toxic microbial metabolites (mycotoxins), etc. Eggs, egg products, and poultry meat are the main sources of *Salmonella* infections in people (Tariq et al. 2022).

HACCP work plan

- (1) Acceptable Level-It refers to the presence of a hazard, which does not pose the likelihood of causing an unacceptable health risk.
- (2) Control point (CP) - CP is any point in a specific food system or process at which loss of control does not lead to an unacceptable health risk.
- (3) Critical control point (CCP) - CCP is a point in a specific system or process at which loss of control may result in an unacceptable health risk.
- (4) Critical limit (CL) - CL is the maximum or minimum value to which a biological, chemical or physical parameter must be controlled at a critical point to minimize the risk that the identified food safety hazard may occur.
- (5) Deviation means failure to

meet a required critical limit for a critical control point.

- (6) HACCP plan - It is a document that presents the formal procedures for following the principles.
- (7) Hazard- It is a biological, chemical or physical property that may cause an unacceptable consumer health risk.
- (8) Monitoring - It refers to a planned sequence of observations, or measurements of critical limits designed to produce an accurate record, and intended to ensure that the critical limits are maintained.
- (9) Preventive measure – It is actions to exclude, destroy, eliminate or reduce a hazard.
- (10)Risk – It is an estimate of the likelihood and severity of a hazard occurrence.
- (11)Sensitive ingredient – It is any ingredient, which is historically associated with a known biological hazard.
- (12)Verification - It means methods, procedures and tests used to determine if the HACCP system in use is in compliance with the HACCP plan.

HACCP Principles

HACCP is a systematic approach for identification, evaluation and control of food safety hazards based on the following seven principles:

Principle 1: Conducting a hazard analysis

Principle 2: Determination of critical control points (CCPs)

Principle 3: Establishment of critical limits.

Principle 4: Establishment of monitoring procedures

Principle 5: Establishment of corrective actions

Principle 6: Establishment of verification procedures

Principle 7: Establishment of record-keeping and documentation procedures

Principle 1: Conducting a Hazard analysis

This accomplishes three purposes:

- (i) Hazards of significance are identified
- (ii) Likely hazards are selected
- (iii) Identified hazards can be used for developing preventive measures. Hazards can be physical, chemical or biological in nature, and the potential risk of each hazard is assessed based on its likelihood of occurrence and its severity. Hazard assessment is based on a combination of experience, epidemiological data and information in the technical literature.
- (iv) Hazards (physical, chemical, parasitic and microbial) that could occur at each step are identified. The methods by which hazards are transferred to the product are identified. Finally, any redistribution of hazards within/on the product is analysed (USDA-FSIS, 2018).

Principle 2: Determination of Critical Control Points (CCPs)

A CCP is a point, step or procedure at which control can be applied and a food safety hazard can be prevented, eliminated or reduced to acceptable levels. It is important to identify potential CCP(s) in food preparation. CCPs can be cooking, chilling, sanitation procedures, product formulation control (pH, salt and water activity), prevention of cross contamination or employee and environmental hygiene. Different facilities preparing the same food may differ in the risk of hazards depending on the operation. A CCP Decision Tree is helpful in assigning CCPs.

Principle 3: Establishment of critical limits for preventive measures associated with each CCP

Critical limits are the boundaries for safety for each CCP and may

be limits pertaining to temperature, time, thickness of meat parts, water activity, pH, available chlorine, etc. Critical limits may be derived from regulatory standards or guidelines, literature, experiments and expert opinion.

Principle 4: Establishment of monitoring procedures to monitor CCPs monitoring

It is a planned sequence of observations and measurements to assess whether a CCP is under control. It produces an accurate record. This record can be used in case of complaints about the product and is also used in the verification of HACCP. The measurements for monitoring are visual observations, temperature, time, pH, water activity, etc. Observations recorded through digital instruments may overcome time constraints associated with lengthy laboratory tests. There must be written documentation

for responsibilities assigned to persons for monitoring.

Principle 5: Establishment of corrective actions

Corrective actions are taken to get the process under control when monitoring shows a deviation has occurred and a critical limit has been exceeded. There must be written instructions for actions to be taken (re-process, condemn etc.) when critical limits have been exceeded. Additionally, the instructions should indicate who has the authority for the action. Sometimes regulatory agencies must be consulted.

Principle 6: Establishment of verification procedures

Verification procedures indicate whether the HACCP system in place is working properly or not. Verification is based on the HACCP documentation, and may include internal audits and/or verification done by a third party



(e.g., outside consultant). Additionally, verification may include validation studies (i.e., laboratory testing of samples of food and/or the environment).

HACCP Verification

1. Checking all HACCP plans and records routine wise
2. Checking monitoring procedures and equipment routine wise
3. Random sampling of all products for microbiological examination.
4. Reviewing all critical limit and handling of products.

Advantages

- Identification of hazards
- Removal of hazards
- Production of safe food
- Reduction of health Issues
- Attaining high profit

Principle 7: Establishment of record keeping system

This system is established to document the HACCP system. This is necessary for internal audits and for verification of the HACCP system sometimes by third parties. It is also important in case of consumer complaint.

Good Manufacturing Practices (GMPs)

GMPs are practices and procedures that are conducted by food processors to ensure the safety of food for human consumption. GMPs take into account personnel, equipment, process or operation and the environment associated with food production. The GMPs are not plan or process specific. One can probably say that they are "one size fits (almost) all." GMPs

fall under the jurisdiction of the Food and Drug Administration (FDA).

GMPs are listed in the Code of Federal Regulations (CFR 21, Part110), and the following is a summary of GMPs as per CFR 21.

1. Personnel

According to GMP regulations, plant management shall take all reasonable measures and precautions to ensure:

Disease Control

Individuals may be excluded who might pose a risk resulting in contamination of poultry products or packaging materials. Examples include sick individuals and people with open lesions, boils, sores, infected wounds, etc.

Cleanliness

It involves exercising proper hygienic practices while on duty to prevent contamination of poultry products. This includes, but is not limited to, wearing outer garments (e.g., aprons), maintaining adequate personal cleanliness, washing hands thoroughly, sanitizing hands if necessary, removing all unsecured jewellery, wearing gloves and maintaining them clean, use of impermeable gloves, wearing effective hair restraints, hair nets, headbands, caps and beard covers, storing personal belongings in areas away from food, food-contact surfaces and food-packaging materials, confining eating food (e.g., snacks, lunches), drinking beverages, chewing gum or using tobacco to areas other than where poultry products, product-contact surfaces and product packaging materials may be exposed and taking

precautions against foreign substances such as cosmetics, chemicals or medicines applied to skin from contaminating poultry products, product-contact surfaces and product-packaging materials.

Education and Training

This involves providing a level of understanding regarding production of clean and safe eggs and meat. It includes understanding consequences of sanitation failures, appropriate product handling techniques, product protection principles and the danger of poor hygienic practices.

Supervision

This involves assigning competent individuals to assure compliance by all personnel with all requirements of GMPs.

2. Equipment

Plant equipment and utensils need to be made of adequately corrosion resistant and cleanable materials. They should be able to withstand the action of food, cleaning compounds and sanitizing agents. Equipments should be installed in locations that facilitate their cleaning. Also, the design of the equipment should not allow adulteration of food with metal fragments, lubricants, fuel, contaminated water, etc. Seams on contact surfaces should be smoothly bonded to reduce accumulation of matter or dirt and minimize microbial proliferation. Non-food-contact equipment as well as holding, conveying and manufacturing systems should have designs that enable maintenance of proper sanitary



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conditions. Freezers or cold storage areas should be equipped with thermometers, or temperature monitoring devices to indicate that the temperature is properly controlled in those area. Temperature monitoring devices should be equipped with automatic alarm systems to alert for any deviations. Compressed air and other gases introduced to the product or used to clean product-contact surfaces need to be cleaned and fit for that use to avoid contamination of food.

3. Processing Operations

All processing operations including receiving, segregating, preparing, manufacturing, packing, inspecting, storing, and transporting should be conducted under adequate and controlled sanitary conditions to ensure that the products are fit for human consumption. Physical, microbial and chemical testing procedures should be conducted to prevent possible contamination. Possible contamination may be prevented

by identifying and addressing sanitation failures during processing operations. Adulterated products may be rejected, treated or processed (if allowed by law) to eliminate contamination.

4. Environment

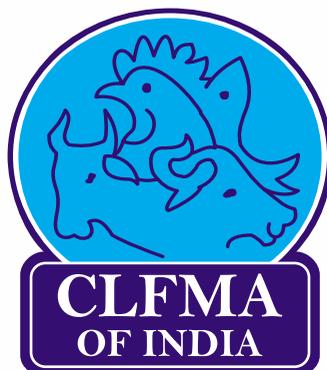
Processing plants and the areas adjoining them should be adequately maintained and kept under conditions that will minimize and prevent contamination. As such, roads, yards, parking lots, draining areas should be maintained clean. Any litter or waste within the facility and immediate vicinity should be removed because it can attract pests and become their breeding grounds. Plant construction and design should be of proper size for the operation and easy to maintain and clean. Sufficient space should be provided for equipment, materials (including packaging, cleaning supplies, etc.), raw ingredients and finished products. Additionally, light bulbs, fixtures and skylights

should be adequately installed to prevent contamination if glass breaks. Further, proper lighting and ventilation should be provided in work areas.

Conclusion

Poultry products play a vital role in global food security, providing a significant source of protein for millions of people. However, ensuring the safety and quality of these products is paramount to prevent foodborne illnesses and maintain consumer confidence. Implementing HACCP and GMP pertaining to poultry products is essential for ensuring food safety, quality and regulatory compliance. These systems work in tandem to identify and control hazards throughout the production process, ultimately safeguarding public health and maintaining consumer trust on poultry products. Adhering to these rigorous standards will provide the necessary impetus to optimize quality and production of poultry products.





ASSOCIATION OF LIVESTOCK SECTOR

Announcement Letter

CLFMA 58th AGM & 66th NATIONAL SYMPOSIUM 2025

Dear Sir / Madam,

We are pleased to inform you that, the 58th Annual General Meeting (AGM) and 66th National Symposium 2025 will be held on **August 22 & 23, 2025 in Hyderabad** at Taj Deccan, Road No.1, Banjara Hills, Hyderabad - 500034.

The theme of the symposium is "**Animal Agriculture in India - The Way Forward**"

Please find attached Delegate Registration Form.

Our bank details are as follows.

Name of the Association	: CLFMA OF INDIA
Name of the Bank & Branch	: HDFC Bank Ground Floor, Express Towers, Landmark - Next to Air India Building, Nariman Point, Mumbai - 400 021
Saving Bank Account No.	: 50100236210752
NEFT / RTGS IFSC Code	: HDFC0000291
CLFMA GSTN Number	: 27AAATC0153C1ZF

You may use photocopies of the delegate registration form, if the number of delegates from your organization exceeds two.

Meanwhile please reserve your dates for AGM and National Symposium and reply to admin@clfma.org for any query related to the matter above.

With warm regards,

Divya Kumar Gulati
Chairman

Renowned Professor Shares Groundbreaking Insights on Infectious Coryza in Northern India



A three-day technical seminar series focusing on the latest advancements in the understanding and management of Infectious Coryza was successfully conducted from April 16 to 18, 2025, across key locations in northern India—Kaithal (Haryana), Yamuna Nagar, and Mohali (Punjab).

The sessions were led by Prof. Robert R. Bragg, a globally recognized authority from the University of the Free State, Bloemfontein, South Africa. Prof. Bragg is known for his extensive research and contributions to the study of avian diseases, especially Infectious Coryza. A key highlight of his presentation was the VH COR4 vaccine, featuring the power of C3. He explained that VH COR4 is specifically designed to target the prevalent strain of *Avibacterium paragallinarum* circulating in India, offering region-specific protection and improved control of the disease.

April 16 – Kaithal, Haryana

The technical session on April 16 was organized in Kaithal and focused on the latest insights into the prevention and control of Infectious Coryza. The program commenced with a welcome address by Mr. Harjit Padda, Deputy General Manager (DGM), who introduced the

distinguished guest. A parallel technical talk on "Vengem" was delivered by Dr. Sambhaji Nimbalkar (AGM), followed by an engaging Q&A. The session concluded with a vote of thanks by Mr. Shashi Bhushan, (AGM).

April 17 – Yamuna Nagar

The second day of the series was hosted in Yamuna Nagar, where Prof. Bragg delivered an in-depth lecture on the recent global updates and evolving challenges in Infectious Coryza. His presentation covered pathogen variations, diagnostic advancements, and vaccine strategies. Once again, Mr. Harjit Padda introduced the speaker, setting the stage for an enlightening session. The event concluded with a vote of thanks by Mr. Raju Tanna (AGM), appreciating Prof. Bragg's valuable insights and the attendees' participation.

April 18 – Discussion with Lab Team

On the final day of the visit, a Lab





team meeting was held at the Venkateshwara office in Mohali, where Mr. Harjit Padda welcomed and introduced the guest speaker, Prof. Bragg. The session featured an in-depth discussion between Prof. Bragg, Dr S P Singh (GM), Dr. Rakesh Gupta (GM), Dr. Rohilla (DGM), Dr. Danveer Singh (DGM),



Dr. Sambhaji Nimbalkar (AGM) and the technical team, focusing on field-level challenges and strategies for effective *Coryza* management in Indian poultry farms. The meeting concluded with a vote of thanks by Mr. Raju Tanna (AGM), who acknowledged Prof. Bragg's valuable contributions and thanked



all attendees for their active participation

This knowledge-sharing initiative reflects the ongoing commitment of the organizing teams to bring global expertise to the doorstep of Indian poultry professionals and ensure science-backed disease control at the grassroots level.



Haryana is The Country's Most Suited State For The Poultry Business. CM



Chandigarh, June 15 - Haryana Chief Minister Sh. Nayab Singh Saini said the poultry industry is a very important and fast growing business of India's agriculture sector. Despite low investment, limited land and resources, this business provides an opportunity for more income. Also, this industry supplies protein-rich food and is also becoming a means of livelihood for millions of people. The Haryana Chief Minister said this while chairing a meeting with the members of the Indian Poultry Federation at his residence today.

Education Minister Sh. Mahipal Dhanda, President of Indian Poultry Federation Sh. Ranpal Dhanda, Vice President Sh. Sanjeev Gupta, poultry experts and farmers associated with poultry business were present in the meeting.

The Chief Minister said that better connectivity, robust logistics and effective cold chain network is required for timely supply of poultry products. From this point of view, Haryana is the most suitable state in the country for this industry.

He said that a strong and modern

network of road, rail and air connectivity has been prepared in Haryana. At least one national highway passes through every district of the state. Apart from this, the government is developing the National Capital Region (NCR) as a logistics hub, which includes 16 out of 22 districts of Haryana. This opens the doors of immense possibilities for the poultry business.

The Chief Minister said that the demand letter submitted to him by the Poultry Association will be seriously considered by holding a meeting with the officials and the rules will be simplified. He called upon the people associated with the poultry business to also follow

the rules, so that the general public does not have to face any problem.

He said this industry in the state is providing direct and indirect employment to more than 3 lakh people.

He said we can strengthen this sector by giving continuous training to the farmers associated with poultry farming on topics like business management, disease control and marketing.

He said there is a serious problem of poultry waste management. Simple, cheap and effective technology is required for its disposal. There is a need to work on this area.

The country is moving towards becoming a 'Viksit Bharat' under the able guidance of Prime Minister Sh. Narendra Modi, so we have to see the poultry sector as a triple power of nutrition, innovation and export.

He said we must use our full capabilities to make the poultry industry a strong pillar of India's agriculture-based economy. This sector not only provides nutrition and employment to crores of people, but also strengthens India's global identity.





L to R (Amit Rana, Shashank Purohit, B.S Rana, Narayan Prasad, M.K Vyas, M.N Rao & N.S.N Murthy)

Indian Poultry Journalists' Association (IPJA) Elects New office Bearers



The Indian Poultry Journalists' Association (IPJA), the leading organization representing journalists dedicated to the poultry industry, successfully concluded its Annual General Meeting (AGM) and elections at the Hampshire Plaza Hotel in Hyderabad on May 3rd. The event marked a significant milestone in the association's efforts to advance poultry journalism and foster industry collaboration. During the AGM, members reviewed the association's financial accounts, discussed critical issues related to association's activities, and outlined plans for upcoming initiatives. The meeting also featured the election of a new leadership team, with Mr. M.K Vyas unanimously elected as the President of IPJA.

New Leadership Team

The following individuals were elected to key positions within the IPJA executive committee:

Mr. M.K Vyas - **President**

Mr. M. N. Rao - **Vice President**

Mr. Amit Rana - **Secretary**

Mr. NSN Murthy - **Treasurer**

Mr. Shashank Purohit - **Joint Secretary**

Mr. Vishal Gupta - **Executive Committee Member**

Mr. Baljinder Aghi - **Executive Committee Member**

This diverse and experienced team is poised to drive IPJA's mission of supporting journalists and strengthening the poultry sector's media presence.

Upcoming Events

IPJA announced an ambitious lineup of three technical seminars aimed at fostering dialogue and disseminating cutting-edge knowledge within the poultry industry. These seminars are scheduled as follows:

10th June 2025: Tanuku, Andhra Pradesh

02nd August 2025: Hyderabad, Telangana

26th September 2025: Nashik, Maharashtra

These events will bring together industry experts, Farmers and stakeholders to discuss emerging trends, technological advancements, and challenges in the poultry sector.

About IPJA

The Indian Poultry Journalists' Association serves as the apex body for journalists covering the poultry industry in India, since 2007. Committed to promoting accurate reporting and industry growth, IPJA organizes workshops, seminars, and award ceremonies for upliftment of the poultry Industry.

With its newly elected leadership and a robust calendar of events, IPJA is well-positioned to continue its impactful work in bridging the gap between the poultry industry, farmers and public through informed and responsible journalism.



PFI Delegation Visits Stallen South Asia Pvt. Ltd., Veterinary Formulations Manufacturing Units in Palghar, Maharashtra

Poultry Federation of India (PFI) team recently visited the state of the art Feed Additives, Antibiotics and Premix Manufacturing Plant of Stallen South Asia Pvt. Ltd. in Palghar, Maharashtra. The visit was aimed at gaining deeper insights into modern practices in animal health and nutrition. The distinguished delegation comprised Mr. Ranpal (Bittu) Dhanda, President, Mr. Sanjeev Gupta, Vice President (HQ) and Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India. They were warmly welcomed by the leadership team at Stallen and taken through the facility's operations, manufacturing processes and innovation-driven initiatives.

Stallen's manufacturing facility is recognized for its world-class

infrastructure and manufacturing excellence. It specializes in a broad portfolio of feed additives and premixes for poultry and cattle, including antibacterials, toxin binders, growth promoters, dewormers, anticoccidials, and mineral supplements. These are produced in various forms such as powders, liquids and tablets. The manufacturing unit is equipped with advanced machinery for formulation, granulation, liquid filling, and packaging. Rigorous quality control is implemented at every stage, from raw material testing to final product release, ensuring product consistency, safety, and compliance with global standards. This dedicated formulation unit in Palghar, Maharashtra, manufactures therapeutic and beta-lactam

pharmaceutical products in multiple dosage forms, including tablets, oral liquids, powders, boluses and ointments. The facilities comply with Good Manufacturing Practices (GMP) and are aligned with regulatory requirements to serve both domestic and international markets. With their company products registered in over 65 countries, this milestone reinforces India's pursuit of veterinary self-sufficiency and innovation-led growth.

During the visit the delegation had good interaction with Stallen's senior leadership, including Mr. Aniket Parikh, Director; Dr. Sanjay Singhal, Chief Operating Officer (Poultry & Cattle) and Mr. Davinder Kumar, Vice President – Sales (North & Central). Mr. Aniket Parikh,



Director, Stallen South Asia Pvt. Ltd., told that Stallen company was started by his visionary father Late Shri AB Parikh in the year 1992. He added that Stallen products are now being exported to over 65 countries in North America, South America, Europe, Middle East, China, Japan, South East Asia and Australia. Mr. Davinder Kumar, Vice President – Sales (North & Central) highlighted about their tie-up with FATRO, Italy and their company is marketing the entire vaccine range of FATRO in India Subcontinent. Dr. Sanjay Singhal, Chief Operating Officer (Poultry & Cattle) added that Stallen's



Pharmaceutical third unit which focus on Halquinol 98%, a non-antibiotic growth promoter being manufactured as per BP 80 (British Pharmacopoeia 1980) standards in Vatva, Gujarat.

The delegation appreciated Stallen's warm hospitality, operational transparency and unwavering commitment to quality. The visit reaffirmed the vital role of companies like Stallen in driving progress within India's veterinary landscape through innovation, regulatory excellence, and responsible manufacturing.



IPJA Technical Seminar in Tanuku Addresses the Challenges Faced by Andhra Pradesh Poultry Industry



On June 10, 2025, the Indian Poultry Journalists Association (IPJA), in collaboration with National Egg Coordination Committee (NECC), Andhra Pradesh Poultry Federation (APPF), and the Indian Poultry Equipment Manufacturers Association (IPEMA), organized a Technical Seminar that drew 350+ poultry farmers from the region. The day-long event addressed critical challenges facing the poultry industry and proposed actionable solutions to bolster its growth.

Key Resolutions and Appeals

The seminar urged the State Government to revive the Andhra Pradesh Poultry Development Corporation to address regional poultry farmers' concerns. It also appealed to the Central Government to establish a

National Egg Board to streamline and resolve issues faced by poultry farmers across India. To stabilize egg prices nationwide, the seminar advocated for facilitating the import of genetically modified (GM) maize and promoting egg exports from the Tanuku region.

The gathering emphasized skill development by recommending that the Skill Development Council introduce polytechnic courses in poultry, modeled after reputed institutions in Pune and Coimbatore, run by private companies like VHL and Suguna. Additionally, it called on the Higher Education Department to launch a B.Sc. Poultry Science program, similar to the one at L.B. College, Warangal, Telangana.

Inaugural Ceremony and Key Addresses

The seminar commenced with the traditional lighting of the lamp by dignitaries, including Mr. K.V. Subba Rao (President, APPF), Mr. Padala Subba Reddy (Secretary, APPF), Dr. K. Somi Reddy (Srinivasa Hatcheries), Mr. Uday Singh (President, IPEMA), Mr. P. Chakradhara Rao (Founder President, IPEMA), Mr. Santosh Ire (Secretary, VIPs), Dr. R. Srinivasa Rao (Secretary, VIPs, AP), Mr. M.K. Vyas (President, IPJA), Mr. M.N. Rao (Vice - President) Mr. NSN. Murthy (Treasurer), and Mr. Shashank Purohit (Joint Secretary).

In his welcome address, IPJA President Mr. M.K. Vyas proposed forming a committee comprising farmers from Andhra Pradesh, Bihar, and Uttar Pradesh to explore a single-window system for marketing Tanuku eggs and directly importing maize. Mr. M.N. Rao, Vice President of IPJA, emphasized that a National Egg Board could effectively address the multifaceted challenges faced by poultry farmers by coordinating with state-level poultry corporations. He also highlighted IPJA's efforts, in partnership with IPEMA, to conduct technical seminars nationwide. IPJA launched a



dedicated YouTube channel to educate stakeholders on poultry-related matters, which was unveiled during the event in the presence of Poultry farmers and dignitaries.

Mr. Uday Singh urged farmers to attend the Poultry India Exhibition, scheduled for November 26–28, 2025, and shared highlights from the 2024 exhibition, which has earned recognition as a leading global event. Mr. P. Chakradhar Rao, addressing the audience in Telugu, encouraged farmers to participate in the exhibition with their families and stressed the importance of egg quality to meet consumer demands. He suggested that NECC should certify egg quality to command premium prices.

Technical Insights and Industry Challenges

Dr. K. Somi Reddy, in an audio-visual presentation, outlined current challenges

and opportunities in poultry farming. Echoing the vision of the late Padmashree Dr. B.V. Rao, he predicted the adoption of advanced technologies, such as sensor cameras and sound boxes, to monitor bird weight, feed intake, and health via smartphones.

He stressed unity among farmers to uphold announced egg prices, reinforcing Dr. Rao's slogan, "My egg, my price, my life." Dr. Reddy raised concerns about maize supplies diverted to ethanol production, labour shortages, and the need for automation



in egg collection. He also highlighted biosecurity, salmonella, E. coli, and yolk color issues, alongside emerging concerns like bird welfare, enriched cages, and environmental regulations. Proper disposal of dead birds was flagged as a critical area needing improvement.

Dr. Reddy noted that only 65% of eggs produced are consumed locally, with the remaining 35% posing marketing challenges. He observed that per capita egg consumption in India stands at 109, well below the National Institute of Nutrition's recommended 180 eggs annually. As a signatory to UN precision livestock farming commitments, he urged the industry to aim for a target of 470–500 eggs per bird to enhance efficiency.

Farmer Unity and Industry Practices

Mr. K.V. Subba Rao, President of APPF, issued a stern warning against improper dead bird disposal, which tarnishes the industry's reputation. He expressed



frustration over farmers underselling eggs, violating announced prices due to disunity and trader manipulation. He lamented that some farmers fall into debt traps by prioritizing short-term gains, allowing traders to exploit them.

Mr. Padala Subba Reddy, General Secretary of APPF, echoed these concerns, criticizing farmers' reluctance to change detrimental practices over the past 40 years. He highlighted the severe consequences of selling dead birds, which reintroduce diseases to farms, and urged farmers to resist underselling to maintain dignity and financial stability. He also addressed the maize shortage driven by ethanol production, which has inflated feed costs, pushing even cash-

rich farmers into credit dependency.

Technical Presentations

The seminar featured insightful presentations by industry experts:

- Dr. Parag Mahadik discussed the use of enzymes in poultry feeds.
- Dr. Dharendra Kumar addressed bird flu in poultry.
- Dr. Pavan Kumar spoke in Telugu about premixes in feeds.
- Dr. Srinivasa Rao Rama Raju presented on gut health in poultry.
- Mr. Ramesh Yedlapati highlighted the benefits of Black Soldier Larvae in improving litter conditions, reducing odor, and composting dead birds.

- Dr. K. Balaswamy debunked myths linking cholesterol to heart problems.

The event paid rich tributes to Late Smt. Uttaradevi and late Padmashree Dr. B.V. Rao with a visit to their statues, followed by a two-minute silence in memory of Mr. Vijay Singh, a founder member of IPEMA and Chairman of Vijayaraj Poultry Equipment.

Mementos were presented to sponsoring companies, including Poultry India, ABTL, Vesper, Venworld, RR Animal Health Care, Super Enviro, NECPC, Swiss Chemie, Amanthro Agro and Adelbert, by Mr. NCH. Venkatraju, President of the Godavari District Poultry Farmers Welfare Association. Mr. Shashank Purohit proposed the vote of thanks, concluding the seminar.

Under The Viksit Krishi Sankalp Abhiyan, Union Agriculture Minister Shri Shivraj Singh Chouhan is in Charge of Outreach Across The Country.



Union Minister of Agriculture and Farmers' Welfare, Shri Shivraj Singh Chouhan, is leading the ongoing Viksit Krishi Sankalp Abhiyan (VKSA), launched on **29 May 2025 from Puri, Odisha**. The 15-day national campaign, concluding on **12 June**, aims to bridge the gap between scientific research and grassroots agriculture by reaching over **1.5 crore farmers** across **700+ districts** with the support of **16,000 agricultural scientists** and **2,170 interdisciplinary teams**.

Major Highlights of the Minister's Visits

1. Bhubaneswar, Odisha (29 May 2025)

Shri Chouhan inaugurated the VKSA in the presence of Odisha Chief Minister Shri Mohan Charan Majhi. Addressing the gathering, he stated:

"The campaign will promote

modern technologies, soil health, natural farming, and crop diversification, ensuring food security and full reserves for the nation."

He also announced the deployment of 2,170 expert teams to assist farmers with crop selection, seed varieties, fertiliser use, and sustainable agricultural practices, with an emphasis on science-led interventions for enhancing productivity and incomes.

2. Jammu & Kashmir (30 May 2025)

The Minister highlighted the vital role of farmers living in border regions, describing them as the second line of defence. Terming the courage of farmers as unmatched he said that despite facing constant danger farmers continue to cultivate the land and feed the nation.

VKSA bringing Prime Minister Shri Narendra Modi's vision of "Lab to Land" into action: Shiv Raj Singh Chouhan

VKSA plays vital role in advancing goals of developed agriculture: Shri Chouhan

Shri Chouhan addressed a large gathering of farmers during a convention held under the VKSA, reinforcing the government's commitment to inclusive and region-specific agri-development.

3. Panipat, Haryana (31 May 2025)

On the third day of the campaign, Union Minister of Agriculture and Farmers' Welfare, Shri Shivraj Singh Chouhan, interacted with farmers in Panipat, Haryana. During his main address, he shared this experience, stating that programmes related to farmers are incomplete without



visiting the fields.

"I try to live the life of a farmer. I am a farmer's son. I drive a tractor and also do the sowing myself." – Shri Chouhan

"Agriculture is the backbone of India's economy; without farming, the identity of Hindustan is incomplete." – Shri Shivraj Singh

"Even if the production increases by just one quintal per hectare, the total Kharif crop production will increase by 20 million tonnes." – Shri Chouhan

4. Meerut, Uttar Pradesh (1 June 2025)

The Union Agriculture Minister interacted with farmers in Dabthua village of Meerut and then held discussions with farmers sitting on a cot in Jangethi village. Talking to the media on this occasion, Shri Shivraj Singh Chauhan said that we have come to talk to the farmers as a team along with agricultural scientists.

The goal of 'Viksit Krishi Sankalp Abhiyan' is to increase production, reduce costs, give the right price for the produce and take appropriate measures to prevent losses to the farmers: Shri Chouhan

5. Motihari, Bihar

At the historic Gandhi site in Piprakothi, Shri Chouhan

announced ₹6 crore worth of upcoming agricultural projects at the local KVK. He commended the KVK's proactive role and remarked:

"Our government has directly linked agricultural scientists with farmers to promote modern techniques and enhance productivity."

6. Pune, Maharashtra (3 June 2025)

Shri Shivraj Singh Chauhan interacted with farmers at the Krishi Vigyan Kendra (KVK) at Narayangaon Taluka in Pune and visited Narayangaon Agriculture Produce Market Committee (APMC) and Tomato Market, local farm fields and a cold storage facility along with agricultural scientists, where he interacted with local farmers

growing tomatoes and other farm products.

Government is moving towards enacting a strict law for taking action against any company or person making fake fertilizers or pesticides and supplying those to farmers: Shri Shivraj Singh Chouhan

"Agriculture scientists have to visit fields and interact with farmers to guide them as per the needs of their fields and produces: Shri Chouhan"

7. Patiala, Punjab (5 June 2025)

During a Kisan Chaupal, the Minister interacted directly with farmers, encouraging farmer-led policy feedback and praising the adoption of direct-seeded rice and stubble-free farming. He emphasized:

"Policies will now be shaped by inputs from farmers—not by bureaucrats."

The Green Revolution Freed Us from the Need to Consume Poor-Quality Grains – Shri Shivraj Singh Chouhan

Discussing modern techniques, Shri Chouhan underlined the benefits of direct seeding of paddy (DSR) as a water- and cost-efficient alternative to traditional transplanting methods. He shared farmers' feedback that the yield remains consistent while





significantly reducing labour and input costs. The Minister also stressed the importance of balanced pesticide use, noting that excessive application not only raises costs but also adversely affects crop quality.

He also underscored the principles of cooperative federalism and sustainable water management.

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8. Dehradun, Uttarakhand (6 June 2025)

Shri Chouhan accentuated that the quality of Uttarakhand's fruits, grains, and vegetables is exceptional and has the potential for global recognition.

"The sacred land of Uttarakhand brings renewed energy to the mind, intellect, and spirit: Shri Chouhan"

He further emphasized that greater focus will be placed on promoting natural farming, encouraging technological

innovation, and advancing water conservation efforts to enhance the profitability and long-term sustainability of agriculture.

Emphasizing the importance of grassroots engagement, he stated that he had chosen to visit the fields and interact with farmers directly to assess the on-ground implementation of government schemes. Such direct dialogue is essential to ensure the active and empowered participation of farmers in the development process, he added.

In the first ministerial visit in a decade to the ICAR-Central Citrus Research Institute, Shri Chouhan chaired a critical review meeting. He urged scientists to support the pre-Kharif campaign stated:

"Technology-driven, farmer-centric solutions are essential for increasing incomes in citriculture. Emphasis must be placed on export-quality seed development and value addition."

9. Bhopal, Madhya Pradesh (7 June 2025)

Countering political narratives, Shri Chouhan clarified the campaign's scientific intent:

"The government is working with the spirit of 'One Nation, One Agriculture, One Team'. Scientists must move beyond labs into the fields. This year's record production of wheat, paddy, soybean, groundnut, and maize is a testament to our collective efforts."

10. Bengaluru, Karnataka (8 June 2025)

At the ICAR-Indian Institute of Horticultural Research, the Minister addressed 500 farmers, visited field demonstrations, and participated in a technology exhibition.

He advocated for demand-driven research based on farmer feedback, and stressed the need for sustainability and scientific advisory systems in farming.

11. Telangana, Hyderabad (9 June 2025)

The Minister commenced his visit in Telangana's Ranga Reddy district, engaging directly with farmers in Mansonpally village. This was followed by a Kisan Chaupal (farmers' forum) in Ramachandraguda village, where farmers highlighted the significant improvements in their production and income attributed to the adoption of diversification and integrated farming practices. Concluding the interactions, Shri Chouhan addressed the farming community at a program organized in Mangalpally, Ibrahimpatnam.

Under the leadership of PM Shri Narendra Modi, continuous efforts are being made for agricultural advancement – Shri Shivraj Singh

Tomato, potato, and onion farmers will benefit from the Market Intervention Scheme (MIS) – Shri Chouhan



President of India Graces Convocation Ceremony of The Indian Veterinary Research Institute

The President of India, Smt Droupadi Murmu graced the convocation ceremony of the Indian Veterinary Research Institute (IVRI) at Bareilly, Uttar Pradesh, today (June 30, 2025).

Speaking on the occasion, the President said that our culture, based on the life value of 'Ishavasyam Idam Sarvam', sees the presence of God in all living beings. The belief that our gods and sages communicated with animals is also based on the same thinking.

The President said that

humans have a relationship of co-existence with forests and wildlife. She pointed out that many species have either become extinct or are on the verge of extinction. She emphasized that the conservation of these species is crucial for biodiversity and the health of the Earth. She said that the power of thinking

and understanding that God has given to humans should be used for the welfare of all living beings. The corona pandemic has warned mankind that a culture based on consumption can cause unimaginable damage not only to mankind but also to other living beings and the environment.

The President said that today, the concept of 'one health' is gaining importance across the world. This concept believes that humans, domestic and wild animals, flora and the wider environment are all interdependent. We should strive for animal welfare. She said that as a premier veterinary institute, IVRI could play an important role in this field, especially in the prevention and control of zoonotic diseases.

The President said that technology, like other fields, has the potential to bring revolutionary changes in

veterinary medicine and care too. The use of technology can empower veterinary hospitals across the country. Use of technologies like genome editing, embryo transfer technologies, artificial intelligence, and big data analytics can bring revolutionary changes in this field. She appealed to institutes like IVRI to find indigenous and low-cost treatments and nutrition for the animals. She said that they should also look for alternatives to those medicines whose side effects affect not only animals but also humans and the environment.

The President appreciated the students of IVRI for choosing the treatment and welfare of innocent and voiceless animals as their career. She advised them to think about those animals in case of a dilemma in their life and career. She said that it would show them the right path. She urged students to become entrepreneurs and establish start-ups in various fields of animal science. She said that with this endeavour, they will not only be able to employ the needy but will also be able to contribute to the country's economy.





Monthly Round Up May, 2025

Dear CLFMA Members and Industry Colleagues,

Greetings from CLFMA OF INDIA!

India's livestock sector remains a vital pillar of the nation's economic growth, playing a crucial role in enhancing nutrition, securing livelihoods, and driving rural development. CLFMA OF INDIA remains steadfast in its commitment to promoting sustainable and inclusive growth across the dairy, poultry, fisheries, and allied sectors.

In this edition of our monthly round-up, we are pleased to share key updates, initiatives, and impactful engagements that marked CLFMA OF INDIA's journey through May 2025:

CLFMA of India and Gokul Milk Host Seminar on Sustainable Dairy Farming and Innovations in Kolhapur on 2nd May, 2025:

The Compound Livestock Feed Manufacturers Association (CLFMA) of India, in collaboration with **Gokul Milk**, successfully hosted an impactful seminar on "**Sustainable Dairy Farming and Innovations**" at

Regal Hall, Residency Club, Tarabai Park, Kolhapur on 2nd May, 2025. The event brought together top leaders, veterinary experts, and researchers from the dairy and livestock sectors to highlight the advancements and prerequisites in India's dairy ecosystem through science, innovation, and sustainable practices. Sustainable dairy farming prioritizes environmental, social, and economic health, ensuring the well-being of the dairy farm, the animals, and the broader community.

The Seminar was guided by Mr. S. V. Bhave, Past Chairman, CLFMA of India, and commenced with a welcome address by Mr. Divya Kumar Gulati, Chairman, CLFMA of India and other prominent dignitaries as Mr. Navid Mushrif, Director, Gokul, Mr. Ajit Narake, Director, Gokul, Mr. Yogesh Godbole, Managing Director, Gokul. Other prominent Directors from Gokul also included Mr. Yuvraj Patil, Mr. Nandkumar Dhenge, Mr. Prakash Patil, Mr. S. R. Patil, Mr. Bayaji Shelake.

As CLFMA of India Chairman, I have shared that this Seminar in collaboration with Gokul is a

testament to CLFMA's unwavering commitment toward strengthening India's sustainable dairy farming and innovation through science-backed revolution, knowledge sharing, and stakeholder collaboration. In this seminar, we emphasised how a progressive dairy farming approach can be a stress-relief for farmers and also contribute significantly to public health through better-quality milk and livestock management. From promoting Total Mixed Ration (TMR) and effective veterinary practices to encouraging nutrition-focused feeding strategies, our aim is to empower farmers and professionals with tools that ensure both animal welfare and economic viability through our consistent efforts and awareness-driven initiatives like this, we aim to nurture a more informed, robust, and forward-thinking approach toward India's livestock and cattle feed industry."

The Seminar was further anchored by engaging sessions led by leading voices from the Indian sustainable dairy farming and innovations:

Dr. Vijay Magre of Gokul presented on Etho Veterinarian

Practices, shedding light on animal welfare and ethical livestock management, Dr. Pritpal Singh, National Manager – Progressive Dairy Solution, addressed modern approaches to stress management and Total Mixed Ration (TMR) in dairy farming, Mr. Munish Sharma shared insights from the Punjab dairy sector, highlighting scalable innovations, Dr. Niteen Manmohan Markande, Retd. Dean, Veterinary College, Parbhani, emphasized the untapped potential of buffalo-based dairy, Dr. Prashant Shinde of Cargill and Dr. Chandrashekhar Pandey of Lallemand India elaborated on cattle nutrition and silage solutions for small-scale dairy farmers, An engaging panel featuring Dr. Pradeep P. Mahajan (Viziva Services), Dr. V. D. Patil (Gokul), Dr. Niteen Manmohan Markande (Retd. Dean, Veterinary College, Parbhani) and Dr. Prakash Jyoti Salunke (Gokul Milk Union) addressed future-ready practices in dairy nutrition and feed management moderated by Mr. S. V. Bhav (Past Chairman, CLFMA of India). The Seminar concluded with a memento presentation to sponsors, speakers and address by Mr. Arun Ganpatrao Dongale, Chairman, Gokul. Vote of thanks by Dr. Saikat Saha was extended to all the dignitaries who attended the event and shared their extensive knowledge and experience on sustainable dairy practices. More than 300 participants attended the seminar.

CLFMA OF INDIA at the 1st edition of IPAAF-International Poultry, Aquaculture and Animal Feed Expo scheduled from 09-11th May, 2025 at Adlux International Convention Centre, Angamaly, Ernakulam:

CLFMA OF INDIA participated in the inaugural function of the **International Poultry, Aquaculture and Animal Feed Expo (IPAAF)**, held from **09th to 11th May 2025** at the Adlux International Convention Centre, Angamaly, Ernakulam. The **grand inaugural ceremony on 9th May 2025** witnessed the presence of several eminent dignitaries, including Prof. (Dr.) Anil K.S. – Vice Chancellor – Kerala Veterinary & Animal Sciences University (KVASU), myself as CLFMA Chairman Mr. R. Ramkutty – Treasurer - CLFMA OF INDIA, Association of Livestock Industry, Mr. Davis – Managing Director – Thomson Group, Mr. Pramod – Managing Director – Farm India Chicken, Mr. Martin P. Chacko IEDS - Assistant Director, MSME – Development & Facilitation office ministry of MSME, Government of India, Mr. C. Saravanan – JMD, Swathi Hatcheries, Member of Broiler Coordination Committee & Poultry Farmers Regulatory Committee, South Zone President – CLFMA of India, Association of Livestock Industry, Mr. Jaison John – CLFMA Management Committee Member, Mr. Vivekanandhan D – Director – Midaas Touch Events and Trade Fairs LLP.

The expo featured over 120 exhibition stalls, bringing together stakeholders from across the poultry, aquaculture, and animal feed sectors. CLFMA OF INDIA showcased its presence at Stall No. 15, which was visited by some of the CLFMA members and over 50 industry professionals and stakeholders. Representing CLFMA OF INDIA at the expo were Col. Vinay Kumar, Executive Director, Ms. Shraddha Kadam, Admin Officer, Ms. Poonam Mestry, Accounts Manager.

The organizers of IPAAF expressed their appreciation for CLFMA OF INDIA's valuable presence and continued support, acknowledging its vital role in enhancing the event's impact and relevance for the livestock industry.

CLFMA of India Extends Support to Vets In Poultry's 2nd National Symposium 2025:

CLFMA of India proudly supported the 2nd National Symposium organized by Vets In Poultry (VIP), held on 7th May, 2025 at Hyatt Regency, Chandigarh. A special message from the Chairman of CLFMA was shared for inclusion in VIP's National Symposium Souvenir, underscoring the Association's continued commitment to collaborative growth and knowledge exchange in the poultry sector.

CLFMA Delegation's Visit to Krishi Bhawan – 13th May 2025:

A delegation of CLFMA of India,

comprising myself as CLFMA Chairman, Mr. Naveen Pasuparthi, Deputy Chairman; Col. Vinay Kumar, Executive Director; and Mr. Prakhar Rathi from Satsure Analytics India Pvt. Ltd., visited Krishi Bhawan, New Delhi, on 13th May 2025.

The delegation had the privilege of meeting Ms. Alka Upadhyaya, Secretary AHD, Department of Animal Husbandry & Dairying (AHD), Government of India. CLFMA of India along with 12 other leading industry associations came together to represent the Poultry Sector with a collective voice. A detailed presentation was made, highlighting the critical issues related to the demand-supply dynamics of maize, which continues to be the key raw material for the poultry sector. The joint delegation also submitted a proposal for a Knowledge Partnership to conduct a Digital Survey of Maize Production, a collaborative initiative intended to be jointly funded and executed by the participating associations. Furthermore, the associations sought the Ministry's support as a Knowledge Partner for the Maize Survey Project and requested permission to feature the Department's logo in the final survey report.

The delegation also took this opportunity to extend a formal invitation to Ms. Alka Upadhyaya, Secretary AHD, Department of Animal Husbandry & Dairying (AHD), Government of India to grace the upcoming CLFMA National Symposium 2025 as the Guest of Honour.

In addition, the CLFMA delegation met Dr. Lipi Sairiwal, Deputy Commissioner (AHIDF) and Mr. Sujit K. Dutta, Joint Commissioner (NLM) in the Department of Animal Husbandry & Dairying, Government of India. Both dignitaries were also cordially invited to attend CLFMA's National Symposium 2025 as Special Guests.

This visit marks a pivotal step in fostering collaboration between industry and government for the sustainable growth of the livestock sector in India.

Follow-up Working Committee Meeting - Maize Survey Report - 22nd May 2025 kick off Meeting in Hotel Taj, Bangalore:

As a CLFMA Chairman, myself and Mr. Naveen Pasuparthi, Dy. Chairman along with Maize working committee with Satsure had all India Maize Digital Survey Project Kick Off Meeting,

USGC Team, etc. actively involved in the same. The team discussed time lines, deliverables, dashboard formats, etc. regarding the Maize Survey Report. A follow up meeting has been scheduled on 22nd May, 2025 at Hotel Taj, Bangalore to further deliberate on the subject.

CLFMA of India has scheduled a series of upcoming Dairy Seminars across the country in the coming months. These include seminars in Patna and Banaskantha, Gujarat, with another seminar in the pipeline—venue to be finalized shortly.

Media Relations:

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CLFMA OF INDIA remains committed to driving innovation and progress across the entire livestock value chain. Your ongoing support empowers our mission to build a resilient and sustainable future for the livestock industry.

Warm regards,
For **CLFMA OF INDIA**



Divya Kumar Gulati
Chairman

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Q.1 Why did you choose to be veterinarian and then to be an entrepreneur?

Can you walk us through your journey into poultry medicine? What led to you creating your own business in this field?

It all began when I was just a little girl. I didn't even know animals needed doctors back then. But one day, I saw a cow on saline, and something just clicked. That image stayed with me. From that moment on, I knew I wanted to become a vet, even before I fully understood what that meant.

After finishing my 12th grade, I faced a bit of resistance from my family about choosing this path. But my father saw how serious I was and stood by me. Thanks to him, I was able to join Nagpur Veterinary College and follow my dream.

Right after graduating, I joined the Rajasthan Government as a practicing vet. I was thrown into the deep end, working with large animals like cattle, buffaloes, even camels. It was real, hands-on learning, and it shaped so much of who I am as a professional.

Life took another turn when I got married to Sanjeev, who was already running a successful poultry feed supplement business. At the time, I continued practicing, mainly focusing on small animals. But then came the outbreak of Bird Flu—the first time the Indian poultry industry had ever seen something like that. It was a wake-up call. The entire ecosystem was shaken, and I realized there was so much work to be done in poultry medicine.

That's what pulled me in. What started as a childhood spark turned into a calling, and when the industry needed it most, I found myself stepping into a new chapter. Joining the business wasn't just a decision, it was a responsibility, and I've never looked back since.

Q.2 What personal values or philosophies have guided your work in poultry health and veterinary science over the years?

From the very beginning, I've believed that prevention is more powerful than cure. Whether working with large animals or poultry, my approach has always been about staying one step ahead, focusing on keeping the birds healthy rather than simply treating them when something goes wrong.

Another value that has deeply influenced my work is my respect for India's traditional knowledge systems. I've always been fascinated by Ayurveda, and over the years, I've tried to integrate those age-old principles into modern poultry health, especially in ways that are natural, sustainable, and farmer-friendly.

At the heart of everything I do is the Indian farmer. They are the backbone of this industry, and I genuinely want them to thrive. My goal has never been just about medicine, it's about empowering farmers to raise healthier birds and earn better profits with confidence and dignity.

Q.3 What are some of the biggest challenges you faced as a woman entrepreneur in the poultry medicine space, and how did you overcome them?

When I first stepped into the poultry industry, it felt like stepping into a world where women were almost invisible. There were very few of us, especially in the technical and business side of things. I was shy, unsure of how to interact with male colleagues and even with farmers. For someone coming from a veterinary background, entering this space was intimidating.

But over time, I found my voice. Slowly, I began stepping out of my shell—speaking up, sharing ideas, and presenting my concepts with confidence. What truly helped was seeing those ideas work in the real world. When my formulations started bringing real profit to farmers, that success fueled my confidence even more.



Dr. Deepashree Zend

Rohit Associates
Panvel, Navi Mumbai Maharashtra

In the beginning, I didn't have access to fancy R&D labs or big resources. But what I did have was something even more valuable—support from the farmers themselves. The Raigad Poultry Association, in particular, welcomed my work with open arms. They gave me honest feedback, encouraged my innovations, and believed in my vision. That support became my foundation.

Q.4 What were the hurdles in introducing new ideas or products? How did you handle it? Major hurdles were like, resistance from traditional mindsets, regulatory issues and market hesitations for new product.

I've been fortunate in some ways, especially at home. With my husband already being part of the poultry industry, I always had his full support. That made a big difference, especially during the early days when stepping into something new can feel uncertain.

Professionally, my background as a practicing veterinarian gave me credibility. It helped people trust that my ideas weren't just theoretical, they were grounded in real experience and a deep understanding of animal health. That trust became the first bridge to overcoming hesitation.

Licensing regulations, paperwork, marketing strategies, managing a team, etc. These were all completely new territories. I had to wear many hats, and none of them came with a manual.

I've also been lucky to have mentors and friends in the industry, people who had walked this path before me and were generous with their guidance. They believed in my concepts and helped me take those ideas forward when I was still finding my feet.

But above all, it comes down to self-belief. You have to trust that your ideas matter, that they'll make a difference. And eventually, the results spoke louder than anything else. As the products started working and farmers began seeing real benefits, the resistance melted away. The work began to speak for itself.

Q.5 Were there any the challenges for you and how did you react to it and how you faced the failures if any?

Absolutely, every successful entrepreneur has to face challenges and overcome failures. When I first stepped into entrepreneurship, I assumed the hardest part would be developing the products, formulating effective solutions, ensuring quality, and making sure they truly helped the birds. But to my surprise, that was actually the easiest part for me. The real challenge came after—the business side of things started.

Also, I found failure or tough lesson significantly influencing me in how I lead or innovate today

There were moments of self-doubt, times when I wondered if I was cut out for this. I made mistakes, sometimes with hiring, sometimes with timelines, but each misstep taught me something vital.

One of the most important lessons I've learned is that being passionate isn't enough. You also need patience, adaptability, and the courage to ask for help. I learned to surround myself with people who had strengths in areas where I was still growing, and I stopped seeing that as a weakness.

Today, those early hurdles have shaped how I lead. I approach new ideas with a clearer sense of planning, and I've learned the importance of structure, delegation, and trusting the process even when it's uncomfortable.

Q.6 What is your long-term vision for the poultry industry in India, particularly in terms of innovation and global competitiveness?

I believe the future of India's poultry industry lies in blending tradition with innovation. For too long, we've looked to the West for solutions, but India has a treasure trove of its own, especially in the form of Ayurveda. This ancient science still holds untapped potential when it comes to animal health and sustainable farming.

My vision is to see more natural, holistic approaches, like Ayurvedic formulations, being used not just locally, but also recognized and adopted on a global scale. We have centuries of indigenous knowledge that can offer so much to the world.

It's time for India to not just catch up with global standards, but to innovate and lead. I want to see our innovations, rooted in our soil and science, take centre stage in international markets. That's where I believe

our true competitive edge lies, in embracing what's uniquely ours and presenting it to the world with confidence.

Q.7 What is the role of IoT and AI in the future of poultry disease management?

IoT and AI may play big role in diagnostics and precision farming playing. Already Poultry and animal husbandry is looking forward for "Complete digitization of the farm operations" . The next solution will come in form of AI as one of the biggest challenges we've faced over the years is the delay in communication from the field. Often, by the time a farmer reported symptoms or losses, the window for effective intervention had already passed. Timely diagnosis and response were always a struggle.

That's where I believe AI and precision farming will be game-changers.

AI can bridge this communication gap by providing real-time monitoring and early warning systems. With tools like smart sensors, automated diagnostics, and predictive analytics, farmers will be able to detect even the slightest signs of disease or stress in their flocks, sometimes even before visible symptoms appear. This kind of proactive care can prevent huge losses and ensure faster, more targeted treatments.

In the future, I see poultry farms becoming smarter, more connected, and more responsive; where data will play as important a role as feed or medicine. It's an exciting shift, and one that will redefine disease management as we know it.

Q.8 What advice would you offer to young women entering this field?

To every young woman looking to step into veterinary science or poultry medicine—I say, go for it. And don't just think like a professional, think like a creator. I strongly encourage more women to explore entrepreneurship in this field. We need fresh perspectives, innovative thinking, and the kind of passion and energy that only young minds can bring.

This industry, like many others, has been shaped largely by men for decades. But the tide is turning. Women bring empathy, patience, and a unique kind of problem-solving that is so needed, especially when working with animals and rural communities.

Don't let self-doubt or societal expectations hold you back. You can build something of your own. Yes, it will be challenging, but it's also incredibly fulfilling. Find mentors, stay curious, learn every part of the business, not just the science. And never be afraid to ask questions.

Most importantly, believe that your ideas are valuable. Because they are. This field is ready for you, it's just waiting for you to take that first step.





At Thaifex, Chicken Items Are The Main Attraction

With over 142,000 guests and over USD 4 billion in transaction value, Thaifex-Anuga Asia 2025 has once again established itself as Asia's premier international food and beverage trade exhibition.

The event, which was organized by the Ministry of Commerce, the Thai Chamber of Commerce, the Department of International Trade Promotion, and Koelnmesse and took place at the Impact Exhibition and Convention Center in Thailand, highlighted Thailand's growing prominence as a regional food

industry powerhouse and a major contributor to global food security.

This year's most notable attractions included the explosion of creative, health-conscious chicken-based products, which were popular and reflected global consumer preferences for foods strong in protein and wellbeing.

LPN Congress at Expo 2025 Miami:
CEVA ROBAPAGINA MARZO A JUNIO

International buyers showed a great deal of interest in these goods, many of which were improved by cutting-edge culinary technology, confirming Thailand's proficiency in processing poultry and its capacity to meet changing consumer needs.

In line with the government's soft

power strategy to establish Thai food as a global cultural and economic force, Phichai Nariphaphan, Minister of Commerce, praised the event's success as a testament to Thai entrepreneurship and the rising trust that foreign countries have in Thai food exports.

The event provided a vibrant forum for international trade talks, product debuts, and innovation demonstration, with 3,231 exhibitors from 57 countries and a notable presence from Thai SMEs and startups.

With Thailand's chicken sector at the forefront, the momentum evidently shows no signs of slowing down as excitement mounts for Thaifex – Anuga Asia 2026, which is set for May 26–30.

Experts Say The Poultry Industry Is In Peril Because To DOC Production Unpredictability

During the closing ceremony of a three-day training program on "Hatchery Management," which took place at a hotel in Gulshan, Dhaka, from June 16 to 18, speakers emphasized that instability in the production of Day-Old Chicks (DOCs) is becoming a significant threat to the sustainability of Bangladesh's poultry industry.

The event sought to provide hatchery owners, personnel, and stakeholders with practical assistance on how to develop and manage contemporary hatcheries that meet international standards.

Speakers demonstrated how swings in chicken prices have a direct impact on DOC production. When





prices rise, overproduction ensues, which eventually lowers prices and profits. In contrast, price declines cause production cuts, resulting in poultry and egg shortages. This cycle of imbalance offers a long-term risk to the entire value chain.

Aside from output unpredictability, the sector confronts a number of issues, including inefficiencies in hatching, a lack of current equipment, insufficient transportation and storage, poor management, environmental concerns, and disease outbreaks. Growth is further hampered by a dearth of competent workers as well as undeveloped marketing and distribution networks.

Experts such as Osman Haruni, senior policy advisor at the Dutch Embassy; Mostafa Kamal, secretary of the Bangladesh Poultry Industries Central Council (BPICC); and Zahidul Islam, managing director of Axon Limited, emphasized the importance of investing in hatchery quality, employee training, and Dutch-Bangladesh collaboration.

The keynote address on PoultryTechBangladesh was given by Naziba Ali, a business analyst at LightCastle Partners. Royal Pas Reform's Gerd de Lange and Lotte Hebnick led the training sessions. With between 90,000 and 100,000

hatcheries and about 6 million workers, Bangladesh's poultry industry is expanding quickly and accounts for 1.6% of the country's GDP. The demand for chicken products is expected to treble by 2050, according to experts, which emphasizes the necessity of making strategic investments in hatchery modernization and talent development.

With assistance from the Embassy of the Kingdom of the Netherlands, Larive International, LightCastle Partners, Axon Limited, and Royal Pas Reform collaborated to organize the event as part of the PoultryTechBangladesh initiative.

In India, Boehringer

Ingelheim Introduces a Cutting-Edge Three-in-One Poultry Vaccine

India's Mumbai, Maharashtra India's Business Wire By providing comprehensive protection against three common poultry diseases, a new single-dose vaccine enhances bird health and lessens the strain on farms.

- With two releases in the last 12 months, the poultry portfolio in India is strengthened.

The latest poultry vaccine from Boehringer Ingelheim, a world leader in animal health, is now





available in India. It is a single-dose, next-generation vaccination that guards against Newcastle, Marek's, and Bursal diseases.

With only one dose in the hatchery, this novel vaccine provides early, dependable, and long-lasting immunity, addressing the real-world difficulties faced by Indian chicken farmers.

Given the importance of poultry to India's rural economy and food supply, disease outbreaks continue to pose a major risk to profitability and productivity. By eliminating the need for repeated field injections, cutting labor costs, and reducing bird handling stress, this novel vaccine provides a more efficient method of disease prevention while preserving robust disease control throughout production systems.

Boehringer Ingelheim India's Country Head-Animal Health, Dr. Vinod Gopal, highlighted the company's attention to regional needs. They are aware of the challenges faced by Indian poultry producers, ranging from disease prevention to operational effectiveness. Their dedication to introducing farmer-focused, science-led breakthroughs to the market is demonstrated by this vaccination. They are assisting farmers in increasing productivity, improving bird care, and creating more resilient operations by

bundling protection into a single dose. Former Head of Department of Veterinary Pathology, College of Veterinary Medicine, Dr. K. S. Prajapati.

Anand, AAU, and Science discussed the importance of this development. Farmers require practical and efficient solutions. The changing disease landscape necessitates more intelligent preventative measures. A useful tool that helps farmers protect their flocks and lessen dependency on antibiotics is a vaccine that provides early, combination immunity against three primary infections. The vaccine can be given in ovo or by subcutaneous injection at the hatchery and is appropriate for breeders, layers, and broilers.

Ingelheim Boehringer Animal Health Boehringer Ingelheim offers innovative solutions for animal disease prevention and treatment. The company provides veterinarians, animal owners, farmers, and governments with a broad range of vaccines, parasite-control solutions, and medications for horses, livestock, and pets. Boehringer Ingelheim, a pioneer in the field of animal health, believes that human and animal health are closely related and works to improve the lives of people, animals, and society.

In reference to Boehringer

Ingelheim The biopharmaceutical business Boehringer Ingelheim works with both human and animal health. The business, which is among the leading R&D investors in the sector, concentrates on creating novel treatments for highly unmet medical needs. Boehringer, which has been independent since its founding in 1885, adopts a long-term outlook and integrates sustainability throughout the whole value chain. More than 130 markets are served by more than 53,500 workers who work to create a more sustainable, egalitarian, and healthy future.

For The Time Being, Geography Protects Brazil From A Bird Flu Outbreak Similar To That In The US

Brazil may have avoided the US's destiny of widespread bird flu among industrial chicken flocks by keeping migrating birds away from farms in the country's interior thanks to its large and varied topography, which includes the Amazon to the north, mountain ranges along the Atlantic coast, and the Andes to the west.





On a Brazilian commercial poultry farm, an observation period following its first outbreak of avian flu came to an end last Wednesday, marking more than a month without a new case. In the US, where the virus decimated the domestic egg industry and led to long-lasting trade restrictions, the success gives producers confidence that the recurring illnesses won't happen again. However, there are questions about the landscape's ability to provide long-term protection. A menace to chicken flocks, wild birds, and mammals, notably dairy cows in the United States, bird flu has spread throughout the planet, even making its first appearance in Antarctica in 2024.

According to Alex Jahn, a researcher at Oregon State University's integrative biology department, the Andes may prevent virulent new strains from entering Brazil for two or three years.

However, if the virus-infected wild bird populations spread farther, Brazil will continue to be vulnerable to outbreaks. Unlike the seasonal migration across the United States from north to south, birds in South America can migrate in any direction based on rainfall,

according to Jahn.

According to John Clifford, the former chief veterinary officer of the US Department of Agriculture, the migratory flyways across the US seem to be important conduits for the spread of disease between commercial poultry and wild birds.

However, according to Guillermo Zavala, a US-based avian health specialist with over 30 years of experience in the poultry sector, the Amazon basin serves as a natural filter, keeping wild birds away from Brazilian livestock.

According to data, migratory birds have already infected native Brazilian species, making the bird flu virus endemic in the world's greatest exporter of chicken, which accounts for 39% of worldwide trade, said Masaio Ishizuka, a prominent epidemiologist at Sao Paulo University. About 17,000 breeding chickens—birds intended for meat—were culled last month after Brazil saw its first outbreak on a commercial farm. At least 141,000 healthy birds have since been preemptively culled by meatpackers BRF and JBS.

According to government data, since 2023, Brazil has identified 174 cases of highly pathogenic avian influenza, sometimes known as bird

flu, primarily among waterfowl around the coast. According to USDA, since 2022, the virus has been detected in around ten times as many commercial and backyard flocks in the US. The United States has slaughtered approximately 175 million chickens, turkeys, and other birds. Due to outbreaks, China has banned chicken products from Brazil and the majority of US states, and other countries have also placed restrictions on shipments. The statewide limitations imposed by Saudi Arabia, Mexico, and Russia only apply to chicken from Rio Grande do Sul, the site of the single commercial outbreak. Only chicken goods from the town of Montenegro are subject to even stricter import restrictions in countries like Japan and the United Arab Emirates.

According to Felipe Sousa, an assistant professor at Sao Paulo University's department of agriculture, Brazil's first commercial outbreak occurred on a chicken breeding farm, where biosecurity regulations are meant to be more stringent than on establishments where birds are produced for meat.

In order to maintain security at breeding facilities, employees must take a shower before entering and wear clean clothes and shoes that their employers have given. In order to keep stray or wild animals away from flocks, Brazilian farmers must additionally erect fences five meters from chicken houses and one-inch mesh screening, usually referred to as chicken wire, surrounding the walls and the land.

Ashley Peterson, a senior vice-president of the US National Chicken Council, stated that, aside from the fencing and screening regulations, many US farms follow comparable safety measures. As part of a monitoring program, US chicken flocks are tested for avian

flu prior to slaughter, she said.

The government and Brazilian beef lobby ABPA remained silent on pre-slaughter procedures.

With the virus found in wild waterfowl, Clifford, who works for a US poultry export association, said he anticipates additional commercial breakouts in Brazil.

TARGAN WingScan Passes The 1 Billion Birds Processed Milestone.



Leading animal AgTech business TARGAN today celebrated a significant milestone: WingScan, its flagship technology, has processed over one billion birds worldwide. With more than 40 systems installed in hatcheries across the globe, the company's early expansion was fueled by commercial adoption in the US and Canada.

WingScan, the first completely automated chick sexing device designed especially for broiler hatcheries, automates the procedure using cutting-edge imagery and machine learning. With a 98% accuracy rate in separating male and female birds

over a wide range of operational settings, the technology has demonstrated consistent performance, directly addressing labor constraints in the industry and contributing to better bird welfare.

According to TARGAN's creator and CEO, Ramin Karimpour, "This milestone highlights the impact WingScan is having on poultry production globally." Our goal was to provide accuracy, effectiveness, and scalability to a sector that is struggling to meet the rapidly increasing need for protein.

Processing more than one billion birds is a potent testament to that goal. WingScan is assisting producers in overcoming the obstacles of the present while constructing a more robust and resilient future.

WingScan expanded throughout Europe in the first half of 2025, signing many partnerships in Spain, Poland, and Italy. In order to facilitate further deployment and long-term client success, TARGAN is investing in its European infrastructure. This will enable it to provide manufacturers not only cutting-edge technology but also the know-how to help them navigate each step of the shift.

Vincent Fevrier, VP of Sales and Marketing for EMEA, Asia, and Oceania, commented on the change, saying, "This accomplishment demonstrates the strong cooperation between our teams and our customers." More than just a number, reaching the one billion bird milestone signifies the confidence our partners have put in us to update their business processes. WingScan is providing the scalable, future-ready solutions that producers are seeking as the industry changes.

With ambitions to expand in Oceania and Asia, Latin America, and Brazil—where there is a lot of interest in WingScan—TARGAN is well-positioned to build on this momentum going forward. From hatching to processing, the company is still committed to providing data-driven, automated technologies that facilitate earlier, more intelligent decision-making.

The Forum For Aviagen Asia Pacific Leaders Encourages Business Insights

Thailand's Bangkok Through strategic forums, Aviagen® constantly interacts with colleagues, industry leaders, and experts to promote cooperation and exchange new insights on the changing poultry market. This dedication was demonstrated at the recent Aviagen Asia Pacific Leaders Forum in Bangkok (May 12–15, 2025), which brought together a wide spectrum of perspectives, subjects, and knowledge to direct the sector's sustainable future.

Inviting poultry leaders to an exclusive three-day program, this was the first event of its kind in the



region. During the event, seventeen top-tier speakers addressed the audience, acknowledging Asia's continued role as the global poultry growth engine while also highlighting the difficulties and unknowns that lie ahead.

It's critical for business owners to comprehend the potential effects of expanding market volatility, shifting geopolitics, generational shifts, regulatory or societal needs, and technological advancements in order to secure sustained financial success. The utilization of solar power as a potential source of income, the needs of the modern workforce, and the potential for cultured meat to supplement conventionally produced protein were some of the themes that were stressed in the agenda.

A recurrent topic was sustainability, with Aviagen's dedication to "balanced breeding" being essential to the wellbeing, performance, and general health of the flocks in Asia. The audience gained knowledge about the importance of combining this potential with investments made at every stage of the production process in order to maximize profits and guarantee that broilers remain the most environmentally friendly farm animals.

Although Asia has a strong growth story, the area nevertheless faces major obstacles to the global business, according to Jan Henriksen, CEO of Aviagen. "We aimed this meeting as a business development meeting, rather than a bird-management focused one,

and the results speak for themselves," said Dr. Rafael Monleon, Business Manager for Aviagen Asia Pacific. The forum emphasized the importance of cooperation and pooling of knowledge in this ever-changing economy.

Beyond the extensive schedule, participants embraced the opportunity to network and exchange ideas in a setting that struck a mix between education and Bangkok's lively hospitality and culture.

The impending crisis: The effect of avian flu and foot-and-mouth disease on South African meat pricing

The meat business in South Africa is currently facing a lot of strain as a result of several variables that affect prices and strain supply.

Foot-and-mouth disease (FMD) outbreaks in the nation, a ban on the importation of mechanically deboned meat (MDM) from Brazil because of avian influenza, and difficulties facing domestic poultry producers have combined to create what industry leaders refer to as a





"perfect storm" that affects food security, availability, and affordability for consumers, especially those in lower income groups.

They are currently facing a serious supply issue when it comes to raw materials, specifically mechanically deboned meat from Brazil explained Gordon Nicoll, head of the South African Meat Processors Association (SAMPA), when outlining the difficulties. Price is no longer the only issue; getting supplies at all is now the main concern. That is the initial problem.

The creation of inexpensive processed meat items like polony, viennas, russians, and canned corned beef—mainstays in many South African homes—requires mechanically deboned meat.

Because there is very little MDM produced domestically, the nation is highly dependent on imports, mostly from Brazil.

Training for Poultry Farming Ends at Vet Varsity

June 17, Ludhiana, 2025 The rigorous two-week Poultry Farming Training Program at Guru Angad

Dev Veterinary and Animal Sciences University in Ludhiana was successfully completed. Twenty-one men and three women from different districts in Punjab participated enthusiastically.

The university's vice chancellor, Dr. J.P.S. Gill, praised the Extension division for planning such effective and well-organized training sessions. He disclosed that the institution is dedicated to using every resource at its disposal to support livestock producers and farming. According to Dr. Gill, raising chickens has a lot of potential to help young people in rural areas generate sustainable income and engage in self-employment.

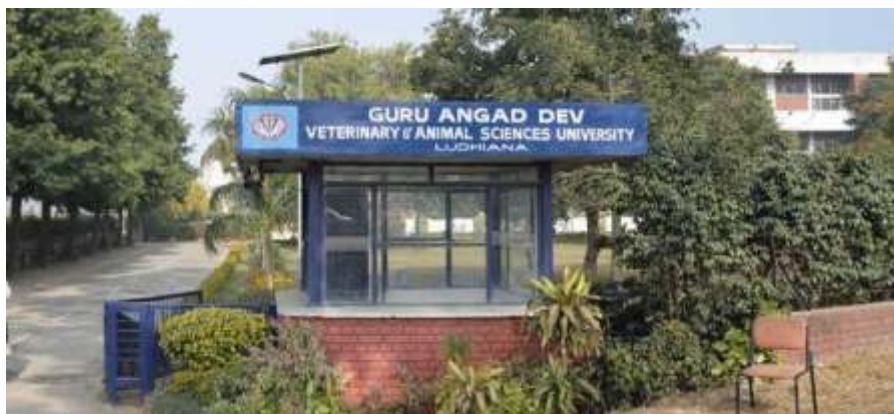
Dr. R. S. Grewal, Director of Extension Education, reiterated the university's dedication to bolstering

rural livelihoods via livestock-based businesses at the farewell session. He underlined how chicken farming has enormous promise as a long-term means of promoting rural development and economic empowerment.

The program's extensive and hands-on curriculum was explained by Dr. Jaswinder Singh, Course Director and Head of Veterinary and Animal Husbandry Extension Education. Housing systems, balanced nutrition, animal health care, disease prevention, biosecurity measures, zoonotic hazards, and efficient marketing methods for chicken products were among the important topics covered in the program, which integrated theoretical knowledge with real-world applications.

A guest lecture by Dr. Harpal Singh Sodhi, Assistant General Manager at Venky's India Limited, further enhanced the program by offering participants firsthand knowledge of contemporary chicken farming and priceless industry insights. This greatly increased the participants' comprehension and self-assurance.

Dr. Parminder Singh, Additional Director of Extension Education, and Dr. R.K. Sharma, Director of the Regional Research and Training Center, Talwara, honored the closing ceremony. Both professionals gave the trainees helpful advice and expressed their viewpoints.



Drs. Ravdeep Singh and Parateek Singh Dhaliwal carefully planned the entire program.

USDA Considers Poultry Vaccination As Bird Flu Divides Industry Players

CHICAGO, Illinois: For the first time in history, US officials are discussing a concerted plan to vaccinate poultry against bird flu, a disease that has decimated American farms and disrupted global trade.

After slaughtering approximately 175 million birds since 2022, the United States Department of Agriculture (USDA) is developing a thorough strategy for possible vaccine use, including how it may impact chicken exports.

The move comes after official submissions from groups representing the egg and turkey industries, which have been hit hard

by recent outbreaks. Officials said the formal plan, which is due to be available in July, might help assuage trading partners' fears about importing vaccinated poultry.

Bird flu outbreaks have pushed egg prices to all-time highs, prompted store rationing, and compelled food firms to buy eggs from Turkey, Brazil, and South Korea. The USDA has already allocated up to \$100 million to finance vaccine research and other therapies.

However, the concept of immunization has divided the poultry business. Egg and turkey producers support the proposal, claiming it is important to protect flocks and reduce recurrent losses.

According to the American Veterinary Medical Association, the USDA has already spent more than \$1 billion compensating farmers for birds that were destroyed.

In January, United Egg Producers started working on a vaccination plan. The plan, created by four

seasoned vets, including Clifford and Rowles, called for vaccination young chicks, giving booster doses, and testing flocks on a regular basis. Rowles stated that flocks that tested positive will still be slaughtered to fulfill anticipated demand from importing nations.

The National Chicken Council stated in June that, in spite of early reservations, it would not oppose vaccination if the USDA could preserve current trading ties. The group had earlier issued a warning that vaccinating birds, including laying hens, might endanger the export of all poultry products from the United States.

According to Glenn Hickman, president of Hickman's Family Farms, egg growers have paid a heavy price for the chicken meat industry's hesitancy. Since May, the virus has killed 6 million of his birds, or roughly 95% of his operation in Arizona.



Brunei Establishes A Regional Standard For Self-Sufficiency In Poultry



Brunei has become a regional leader in food security and agri-food resilience by achieving complete self-sufficiency in its poultry sector, producing 100% of its chicken meat and 103% of its needs for chicken eggs.

This accomplishment was declared at the 21st Legislative Council by Abdul Manaf Metussin, Minister of Primary Resources and Tourism. He attributed the achievement to a nationwide approach that involved tight coordination between players in the public and private sectors.

This milestone is a result of Brunei's consistent investment in value-added processing throughout its chicken value chain, modern, high-efficiency agricultural systems, and robust biosecurity controls. The national Food Industry Roadmap, which describes the nation's goal to increase domestic food production while advancing sustainable agriculture and long-term economic diversification, is in

accordance with these initiatives.

This accomplishment also shows that Brunei is prepared for strategic agrifood partnerships, especially in fields like animal health, poultry feed technology, and export-oriented meat and egg manufacturing. The nation presents

increasing opportunities for international investment in agri-tech and food safety solutions due to the continuous modernisation of its main sectors.

Ideal Multifeed Farm (Brunei) Sdn Bhd, the country's most vertically integrated poultry producer, is leading this change. The business oversees every aspect of its supply chain, from egg grading and broiler processing to feed milling and

hatchery operations.

Ideal is well-positioned for regional food alliances and agri-tech collaborations, with an annual production of over 40 million eggs and 2.8 million broilers, supported by certifications such as Halal, GMP, HACCP, and ISO.

EU-co-funded Effort To Promote European Poultry In South Korea Finds Traction

European poultry is boldly entering the South Korean market with a focus on high quality, responsible farming, and food safety. These fundamental principles were highlighted at a high-profile press conference on June 9 in Seoul, which marked the formal start of local initiatives for the EU-co-funded campaign "European Poultry – From Our Farms to Your Table."

Journalists, culinary influencers, and industry stakeholders gathered for the event, which was organised by Poland's National Poultry Council – Chamber of Commerce (KRD), to examine in detail what makes European poultry unique: stringent welfare standards, environmentally



friendly production practices, and strong traceability and certification systems.

The campaign's prominence persisted throughout the 10–13 June Seoul Food & Hotel 2025, one of the most significant trade shows in the area. Over 55,000 people attended the show, which included 1,639 exhibitors from 45 nations. HoReCa buyers, distributors, and importers showed a consistent interest in the European poultry exhibit, and focused business-to-business (B2B) meetings provided a forum for exchanging knowledge about EU production standards and establishing beneficial business partnerships.

Their attendance at the international trade show and press conference in Seoul is indicative of our larger plan to deepen our relationship with Korean allies. Dariusz Goszczyński, President of the Chamber of Commerce (KRD) of the Polish National Poultry Council. "European poultry symbolises a dedication to sustainability, safety, and quality; it is more than just a product. We take pride in promoting these ideals throughout the Asian market.

The program is a three-year information and promotion effort

designed to increase South Koreans' knowledge of European poultry.

Standards In The Poultry Industry Are Challenged By New Salmonella Testing Techniques



Significant challenges in monitoring Salmonella infection across poultry production have been uncovered by a recent study, casting doubt on long-held beliefs regarding the efficacy of pre-harvest testing and posing crucial queries regarding

regulatory approaches to food safety.

A bacterium called salmonella can seriously impair a person's digestive system. Six hours to six days following bacterial exposure, symptoms usually manifest as fever, diarrhoea, and stomach pains. The illness can be serious, particularly for small children, the elderly, and those with compromised immune

systems, even though the majority of people recover without special treatment.

The goal of the study was to provide new industry standards for the detection of Salmonella in live poultry operations, since PCR-based testing technologies have shown that conventional sampling techniques are insufficient. Although these cutting-edge molecular methods provide better quantification capabilities, researchers found that current sample processes are not reproducible enough for dependable industry-wide adoption.

In order to determine the best sampling practices for both grill chickens and turkeys, scientists tested a variety of collection techniques and timing schedules. In order to appropriately reflect



Salmonella levels across entire flocks, the research sought to develop workable, affordable methods that service personnel could reliably use.

The best detection techniques for grill operations were found to be boot sock sampling and boot sock-roller combinations. When compared to other sampling methods, these methods produced better results for both detecting Salmonella presence and measuring bacterial burdens.

The production of Turkey posed more difficult problems. Salmonella prevalence was most reliably determined by boot sock sampling; however, researchers found concerning differences between pre-harvest and processing-stage contamination patterns. According to the study, testing done seven days prior to harvest shown low sensitivity and detection rates, whereas placement time provided the most accurate identification of high Salmonella loads.

Most importantly, the study revealed basic differences in contamination profiles at the farm level and those at the processing facility. In poultry operations, mitt sampling yielded a wider variety of Salmonella bacteria, whereas carcass rinses produced better quantification data. Although they weren't always the dominant strains at that earlier stage, the most prevalent strains found during processing were usually present during pre-harvest sampling, which was carried out fourteen days earlier.

Operations in Turkey demonstrated even more intricacy, with little association between contamination at the processing stage and on-farm detection. During bird handling and facility holding periods, researchers noticed

increased bacterial shedding that may be related to transport stress, feed withdrawal, and cross-contamination.

The results highlight significant questions regarding pre-harvest monitoring system-focused regulatory activities. The study shows that putting in place successful pre-harvest surveillance programs is fraught with technological difficulties, especially for turkey operations where conventional monitoring techniques could yield false positives.

These findings have immediate ramifications for both long-term regulatory policy creation and industry intervention tactics. The work recognises the inherent difficulty of tying together pre-harvest and post-harvest contamination patterns while establishing new gold standards for Salmonella identification that take into account cutting-edge molecular technology.

In the end, the study shows that creating efficient Salmonella monitoring systems necessitates a deep comprehension of bacterial behaviour across the whole production cycle, casting doubt on oversimplified approaches to food

safety regulation and emphasising the need for more complex intervention techniques catered to particular production systems.

The Baltic Region's Egg Prices Are Still Under Pressure

The regional egg market is still feeling the effects of the avian influenza outbreaks in Poland and Lithuania, and local market participants believe that these outbreaks could lead to a new catastrophe. According to Citadele Bank analyst Aleksandrs Izgorodins, wholesale egg prices in Lithuania are growing by double digits, despite a modest increase in retail prices in recent weeks. This discrepancy suggests that while demand is still a little low, companies have not yet fully passed on rising prices to customers.

Since recent avian influenza outbreaks have killed millions of chickens in Poland and hundreds of thousands in Lithuania, concerns about shortages are a major factor driving the price situation in the egg market in the Baltic region. According to Gytis Kauzonas,



director of the Lithuanian Poultry Association, Lithuania can still meet its own need for eggs in spite of this. As of 2025, the industry can produce 800-880 million eggs.

However, the Baltic region's supply situation is still tight. Over the last few weeks, Poland has lost around 7 million hen heads, which is twice as many as Lithuania, according to Kauzonas. 246,000 hens were killed at the Vilkyčių paukštyne poultry farm in Lithuania's Šilutė District earlier this year due to avian influenza. Several market assessments indicate that following weeks of steady increase, egg prices have likewise steadied in Latvia and Estonia.

A draft measure that would outlaw the keeping of hens in cages after 2035 has been discussed again by the Rural Affairs Committee of the Riigikogu, the Estonian Parliament, in light of this. According to Urmas Kruuse, the head of the rural life committee, the Estonian legislators suggested that egg farmers make the voluntary transition to free-range farming during their meeting with them.

In response, farmers asked for government assistance to ease the transition and make sure that prices in the already volatile market were not further impacted. The Estonian government does, however, hope that EU funding will be available to finance the move.

The International Agritex Expo features The Syrian Livestock Industry As The Main Attraction.

Sana, Damascus Syrian businesses who specialise in animal production



had a significant presence at the International "Agritex" Exhibition. Their varied products in the livestock and agricultural sectors catered to the demands of regional markets and breeders. In order to promote economic development, these contributions seek to advance the livestock industry and increase production.

Al-Hassan Trading Group for Feeds and Poultry distinguished itself by providing comprehensive nutritional solutions via its Aleppo facility, which is among the biggest in the nation. The group also introduced cutting-edge European feed additives intended to improve production performance in collaboration with the Dutch company "Wafi."

BEE Trading Group, meanwhile, displayed state-of-the-art poultry farm equipment, such as

contemporary hangars and systems that satisfy consumer needs. A firm representative underlined how crucial it is for businesses to exchange knowledge in order to innovate and improve the cattle industry.

Khalouf Makina emphasised the value of promoting Syrian-made goods and strengthening collaboration between domestic and foreign businesses while showcasing its technology in chicken feed production lines.

In a similar vein, al-Maaref Trading Group and Al-Bukhari chicken Equipment Manufacturing offered comprehensive chicken farming solutions that included breeding, raising, incubation, storage, ventilation, and heating systems, all of which were tailored to breeder requirements.



A range of dairy products made to the highest standards of production and health were on display at the General Company for Cattle, which is connected to the Ministry of Agriculture. Dr. Louay al-Hamouieh, the exhibition's director, says it presents a significant chance to strengthen investor relationships and grow Syria's dairy sector.

The General chicken Company, for its part, demonstrated its capacity to plan and run specialised chicken production facilities throughout Syria. The company's extensive infrastructure, which includes hatcheries, feed lines, slaughterhouses, and contemporary transportation systems, was highlighted by its director, Dr. Fadel Haj Hashem.

With 142 Syrian and international businesses participating, the expo, which runs through tomorrow, is a major venue for exhibiting the newest agricultural machinery and advancements in plant and animal production.

Yorkshire Farmhouse Eggs Reports 39% Rise In Turnover

For the fiscal year that concluded on June 30, 2024, Yorkshire Farmhouse Eggs reported a 39% rise in turnover, from £25.31 million to £35.16 million. Profit before tax fell 13% to £1.56 million despite this robust expansion, indicating continued industry headwinds.

Among the company's major obstacles was the ongoing effect of avian flu, which compelled the company to convert some free-range egg sources to barn eggs, lowering product value and profit margins. Yorkshire Farmhouse Eggs, however, said that it has made an



effort to keep customers happy by stabilising demand and pricing.

Despite profit pressures, the company is confident in its operational resilience and capacity to satisfy market demands going forward, and directors do not anticipate significant changes in operations over the next year.

Youth Poultry Businesses Gain Support From SIDBI And PHDCCI

Today in Kupwara, the Animal Husbandry Department (Poultry Production, Hariparbat), the PHD

Chamber of Commerce and Industry (PHDCCI)–Kashmir, and SIDBI successfully wrapped off a three-day training program on poultry business.

The event, which took place from June 24 to 26, was designed to give young people who wanted to start poultry businesses the information and abilities they needed to succeed commercially. Experts from the veterinary and business fields led the program, offering insights into contemporary chicken farming, financial planning, feed management, disease prevention, and entrepreneurship.

Veterinarians from different Kupwara district blocks led the





sessions, while PHDCCI Kashmir business mentors Bilal Kawoosa, Er. Syed Parvaiz Kaiser, Shahid Khan, and Iqbal Fayaz Jan also participated.

Dr. Shabir Ahmad Teli, Chief Animal Husbandry Officer Kupwara, spoke during the farewell session and underlined the department's dedication to encouraging self-employment through government programs and technical assistance. He pointed out that Kashmir's growing demand for chicken products presents a perfect chance for young, educated people to get involved in the industry.

Certificates were awarded to training participants, many of whom expressed gratitude for the program's practical exposure and hands-on learning opportunities.

Inspired by the reaction, the organisers reaffirmed their commitment to empowering Kashmir's young through sustainable livelihood programs and stated that similar poultry entrepreneurial trainings will soon be organised in Baramulla, Bandipora, and Ganderbal.

Inducted into the Ontario Ag Hall of Fame, former Burnbrae Vice

President

The Ontario Agricultural Hall of Fame inducted Craig Hunter, who was Burnbrae Farms' former vice president of grading and poultry operations.

According to a news release from the Hall of Fame, Hunter devoted his professional life to enhancing farm families' financial security and well-being in the poultry sectors of Ontario and Canada.

Hunter developed a desire for cooperation and progress while growing up on a poultry breeder farm, where he witnessed firsthand the industry's transition from dual-purpose birds to specialised egg and meat production.

Craig revolutionised the company's and the industry's approach to chicken farming by becoming a pioneer in developing and sharing better animal care techniques. He moved the emphasis to improved animal behaviour, health, welfare, and biosecurity. According to the

statement, his astute understanding of market trends also aided in the development of Omega-3 eggs through University of Guelph research.

Hunter was a fervent supporter of the business who was constantly looking for ways to engage with customers and tell them about the journey of the egg from farm to table. At Burnbrae Farms, he led the effort to build viewing rooms that would allow public access while preserving biosecurity and reducing the danger of disease. He still volunteers at events all throughout Ontario, answering questions from customers about hens and eggs, even after he retired.

Hunter led and offered advice in the creation of three versions of the Code of Practice for the Care and Handling of Pullets and Laying Hens, which serves as a guide for farmers all throughout the country. Additionally, he has held positions on a large number of national, provincial, and international organisations.



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

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 Account Name: Pixie Expomedia Pvt. Ltd.
 Account Number: 120000991579
 IFSC Code: CNRB0003264 | Swift Code: CNRBINBBBFD | PAN No. AAMCP6787A

Date: _____ Company's Stamp & Signature

By signing this form I acknowledge that I have read and agree to the quoted cost above

*5% GST Extra Advertisement Tariffs

Advertisement Type	Single Issue (INR)	Single Issue (USD)		Advertisement Type	Single Issue (INR)	Single Issue (USD)		Advertisement Type	Single Issue (INR)	Single Issue (USD)	
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Front Gate Fold 1A	45,000	2,200	<input type="checkbox"/>	Back Gate Fold 1A	35,000	1,800	<input type="checkbox"/>	Full Page Random	10,000	500	<input type="checkbox"/>
Front Gate Fold 2A	45,000	2,200	<input type="checkbox"/>	Back Gate Fold 2A	35,000	1,800	<input type="checkbox"/>	Up to Page 9	15,000	700	<input type="checkbox"/>
Front Inside	20,000	1,000	<input type="checkbox"/>	Back Inside	18,000	850	<input type="checkbox"/>				
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EGG

Daily and Monthly

Prices of June 2025

Name Of Zone / Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Average	
NECC SUGGESTED EGG PRICES																																
Ahmedabad	535	535	535	535	535	535	-	535	540	540	-	540	520	520	520	520	525	530	535	540	545	-	555	560	570	-	-	585	590	540.00		
Ajmer	455	470	470	475	490	490	-	500	500	500	490	475	475	465	470	475	485	495	500	505	505	505	510	521	530	535	540	550	550	496.76		
Barwala	450	450	450	450	457	466	468	475	482	482	482	470	467	460	460	463	465	470	475	480	483	483	483	493	503	511	513	517	521	521	478.33	
Bengaluru (CC)	605	605	605	605	605	605	605	605	605	605	605	605	605	605	605	585	585	585	585	585	585	585	590	595	600	605	610	615	620	620	600.83	
Brahmapur (OD)	517	510	500	500	505	505	520	530	540	545	545	545	545	515	515	515	515	525	530	540	540	545	545	550	560	570	575	575	575	585	536.07	
Chennai (CC)	620	620	620	620	620	620	620	620	620	620	620	620	620	620	620	600	590	590	590	590	600	600	610	610	620	620	630	630	640	640	615.33	
Chittoor	613	613	613	613	613	613	613	613	613	613	613	613	613	613	613	593	583	583	583	583	583	593	593	603	603	613	613	623	623	633	633	608.33
Delhi (CC)	480	480	480	480	480	488	488	488	500	502	502	502	502	502	485	485	485	490	500	505	505	505	505	510	525	530	530	540	540	540	501.80	
E. Godavari	510	510	510	510	515	515	515	520	530	535	535	535	535	500	500	500	500	505	510	520	525	525	530	535	545	555	560	565	565	570	526.17	
Hospet	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	535	535	535	535	535	535	535	540	545	550	555	560	565	570	570	550.83	
Hyderabad	525	525	525	525	525	525	530	535	540	540	540	540	540	540	540	510	510	510	510	515	520	525	530	535	540	545	550	555	560	565	532.50	
Jabalpur	520	520	520	525	530	535	535	540	545	545	545	545	520	520	520	520	520	520	525	530	535	540	540	560	565	565	565	575	580	590	539.83	
Kolkata (WB)	550	550	530	530	540	550	560	570	580	580	580	560	560	560	560	560	565	575	585	590	590	600	600	610	620	630	630	635	635	640	580.83	
Ludhiana	460	460	460	450	450	461	464	466	476	481	481	481	481	464	464	464	465	465	473	475	478	481	481	481	498	512	512	512	519	521	477.87	
Mumbai (CC)	595	595	595	595	595	595	600	605	610	610	610	610	590	590	590	570	570	570	570	575	580	585	-	595	-	605	610	615	620	625	595.54	
Mysuru	610	610	610	-	610	610	610	610	610	610	-	610	610	610	610	590	590	590	590	590	-	-	595	600	605	610	615	620	625	625	606.73	
Namakkal	560	560	560	560	560	560	560	560	560	560	560	560	560	560	560	540	540	540	540	540	540	540	545	550	555	560	565	570	575	575	555.83	
Pune	595	595	595	595	595	595	601	605	611	611	611	611	590	590	580	560	560	560	560	560	570	580	585	590	595	601	606	611	616	621	594.00	
Raipur	515	510	525	525	530	535	535	535	545	550	550	545	535	520	505	505	505	508	511	521	531	531	543	547	552	560	565	565	571	576	535.03	
Surat	550	550	550	550	550	550	-	555	560	560	-	560	550	550	540	550	550	550	550	555	560	565	-	575	580	585	-	-	600	605	560.00	
Vijayawada	525	525	525	525	530	535	540	540	550	550	550	550	535	515	515	515	515	515	530	540	550	550	550	550	560	575	575	575	575	590	542.50	
Vizag	535	535	535	535	535	535	535	535	545	550	550	550	550	550	550	550	550	550	555	565	565	565	565	565	570	575	575	580	580	585	554.00	
W. Godavari	510	510	510	510	515	515	515	520	530	535	535	535	535	500	500	500	500	505	510	520	525	525	530	535	545	555	560	565	565	570	526.17	
Warangal	527	527	527	-	527	527	532	537	542	542	542	542	542	542	542	512	512	512	512	512	517	522	527	532	537	542	547	-	557	562	567	534.14
Prevailing Prices																																
Allahabad (CC)	514	514	514	514	514	524	524	529	538	538	538	538	538	529	524	524	524	524	529	538	543	543	543	548	557	562	571	581	590	595	538.73	
Bhopal	510	510	525	525	525	535	-	535	540	540	540	540	520	520	520	520	520	520	520	525	530	535	540	545	560	570	570	570	575	580	536.72	
Indore (CC)	485	495	500	500	515	515	515	525	525	525	515	500	500	500	500	500	505	515	525	530	535	535	535	540	550	560	560	565	580	580	524.33	
Kanpur (CC)	495	495	495	495	495	495	495	505	519	519	519	519	519	519	519	519	519	519	519	529	529	529	529	529	548	548	557	567	567	567	522.60	
Luknow (CC)	524	524	517	517	517	517	517	524	533	524	524	524	533	533	533	533	533	533	533	550	550	550	550	550	567	567	573	583	595	595	540.47	
Muzaffurpur (CC)	515	515	515	515	520	530	530	535	545	545	545	540	530	520	520	525	525	530	535	540	540	540	540	555	570	575	575	580	585	585	540.67	
Nagpur	555	555	555	555	560	565	-	570	570	580	580	580	560	550	455	550	540	540	540	540	540	545	545	560	560	565	575	590	590	595	595	559.31
Patna	515	515	515	515	520	530	530	535	545	545	545	540	530	520	520	525	525	530	535	540	540	540	540	555	570	575	575	580	585	585	540.67	
Ranchi (CC)	524	524	524	524	524	524	524	533	538	538	548	548	548	538	529	529	529	529	529	538	552	552	552	552	562	567	571	571	581	590	543.07	
Varanasi (CC)	500	507	507	507	510	517	517	524	530	530	530	530	530	523	513	513	513	517	524	527	530	530	530	533	550	557	560	563	567	567	528.53	



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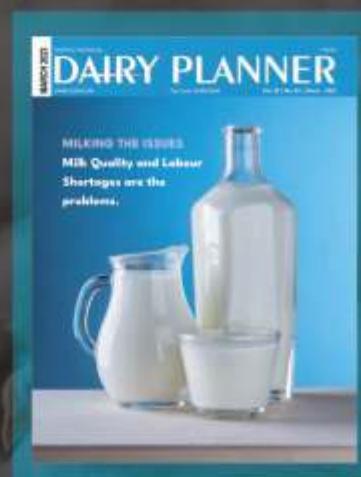
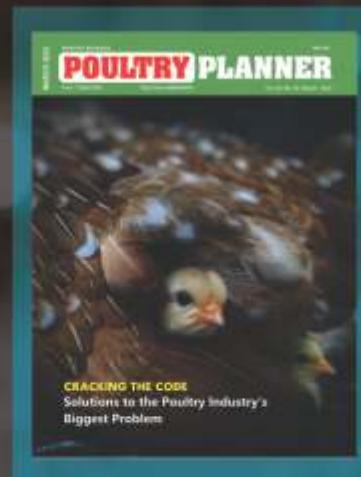
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