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ROSS 308 AP BEST ACHIEVERS
JULY 2025

Aviagen India

Northern Region

COMPANY: Sampoorna feeds
FARMER NAME: Mr. Parshotam Singh

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Punjab
Chicks Placed	DJMGG
Mean Age	EFAG
Avg Body Wt	DHCD
FCR	CAEHE
cFCR	CADDJ
Livability%	MJAE
Daily Gain	JGAH
EPEF	GFB

Eastern Region

COMPANY: IB Group
FARMER NAME: Mr. Tej Kumar Sahu

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Odisha
Chicks Placed	CFMCG
Mean Age	FCAB
Avg Body Wt	ECDJ
FCR	CAGGF
cFCR	CAEBF
Livability%	MGAM
Daily Gain	JHAE
EPEF	FJBAM

Central Region

COMPANY: IB Group
FARMER NAME: Mrs. Priti Bobde

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Maharastra
Chicks Placed	CEBMM
Mean Age	ELAB
Avg Body Wt	DMDJ
FCR	CAFLC
cFCR	CADJG
Livability%	MGAF
Daily Gain	JJAB
EPEF	FMHAC

South Region

COMPANY: SKM feeds
FARMER NAME: Mr. Salamon Raja

JULY-2025	Top #1
Farm Type	EC HOUSE
State	Tamil Nadu
Chicks Placed	MFCB
Mean Age	EDAL
Avg Body Wt	DDCBAB
FCR	CAEJB
cFCR	CAEDE
Livability%	MHAM
Daily Gain	HJAF
EPEF	FJHAG

JULY Top PERFORMANCE BY AREA

r	Chicks Placed	Mean Age	s	Ot	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC house	DJMGG	EFAG	DHCD	CAEHE	CADDJ	MJAE	JGAH	GFBAB
North Open house	CDGCE	EGAB	DFDF	CADHB	CACHH	MJAL	HMAE	GEJAG
East EC house	CFMCG	FCAB	ECDJ	CAGGF	CAEBF	MGAM	JHAE	FJBAM
East Open house	CHEB	EMAB	DHHL	CAFJG	CAEDJ	MGAF	HLAF	FFDAG
Central EC house	CEBMM	ELAB	DMDJ	CAFLC	CADJG	MGAF	JJAB	FMHAC
Central Open house	DEGM	ELAB	DHDJ	CAGDJ	CAELL	MHAF	HMAC	FEHAF
South EC house	DDDJD	EGAB	DFLH	CAFGC	CAEFE	MJAB	JCAB	FJLAL
South Open house	MFCB	EDAL	DDCB	CAEJB	CAEDE	MHAM	HJAF	FJHAG

JULY Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	s	Ot	Ot	Livability%	Day Gain	EPEF
Flock 1	EC House	Odisha	DJMGG	EFAG	DHCD	CAEHE	CADDJ	MJAE	JGAH	GFBAB
Flock 2	Open House	NTSROP	CDGCE	EGAB	DFDF	CADHB	CACHH	MJAL	HMAE	GEJAG
Flock 3	Open House	West Bengal	CLMHL	ECAB	DCLF	CADHB	CADCM	MGAD	JBAG	GEDAC
Flock 4	EC House	Maharastra	CDEFB	EGAG	DHGG	CAELB	CADEF	MJAH	JFAM	GDMAG
Flock 5	Open House	Maharastra	HCBG	EEAH	DEBD	CAEDB	CADGE	MJAC	HLAG	GBEAJ
Flock 6	EC House	Maharastra	CDHMJ	EFAD	DFDJ	CAELB	CADLC	MJAF	JBAM	GBBAF
Flock 7	EC House	Maharastra	CEBMM	ELAB	DMDJ	CAFLC	CADJG	MGAF	JJAB	FMHAC
Flock 8	EC House	Maharastra	CGHDB	EJAB	DLCC	CAFLF	CAEBF	MHAB	JHAB	FMCAH
Flock 9	EC House	Madhya Pradesh	CBHDM	FFAB	EFJH	CAGJJ	CADFM	MJAC	JMAB	FLHAF
Flock 10	Open House	Gujarat	CCBDE	EHAJ	DGFB	CAEMB	CADJB	MHAE	HMAD	FJMAF

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From the Editor's Desk

Egg Production & Processing – Meeting Demand with Quality and Innovation

Eggs are among the most affordable and nutrient-rich foods, widely consumed across the globe. In India, the demand for eggs continues to rise steadily, driven by increasing health awareness, changing dietary habits, and growing preference for protein-rich diets. As a result, **egg production and processing** have gained renewed importance in ensuring consistent supply, safety, and quality.

India ranks among the top egg-producing countries globally, with modern poultry farms adopting scientific methods to improve productivity. However, to meet future demand sustainably, there is a need to focus not just on quantity but also on **quality and hygiene** throughout the production and post-production phases.

Egg processing, though still at a nascent stage in India compared to developed countries, holds vast potential. Processed egg products such as liquid eggs, egg powders, and frozen egg variants are widely used in the bakery, confectionery, hotel, and food service sectors. These value-added products reduce wastage, improve shelf life, and offer convenience to industries and end-users alike.

Moreover, grading, candling, cleaning, and packaging are vital steps in ensuring that eggs reach consumers in the best possible condition. With food safety regulations becoming stricter, automated egg handling and processing systems are gaining traction, especially among large-scale producers.

However, challenges such as lack of awareness, limited processing infrastructure, and fragmented supply chains still hinder sectoral growth. To address these gaps, focused efforts are required—through policy support, farmer training, public-private partnerships, and greater investment in modern egg processing facilities.

The future of egg production lies in balancing volume with value—producing more while maintaining high safety and quality standards. By embracing innovation in both production and processing, India can position itself as a global leader in the egg industry while ensuring better returns for farmers and safer, high-quality nutrition for consumers.

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POULTRY PLANNER

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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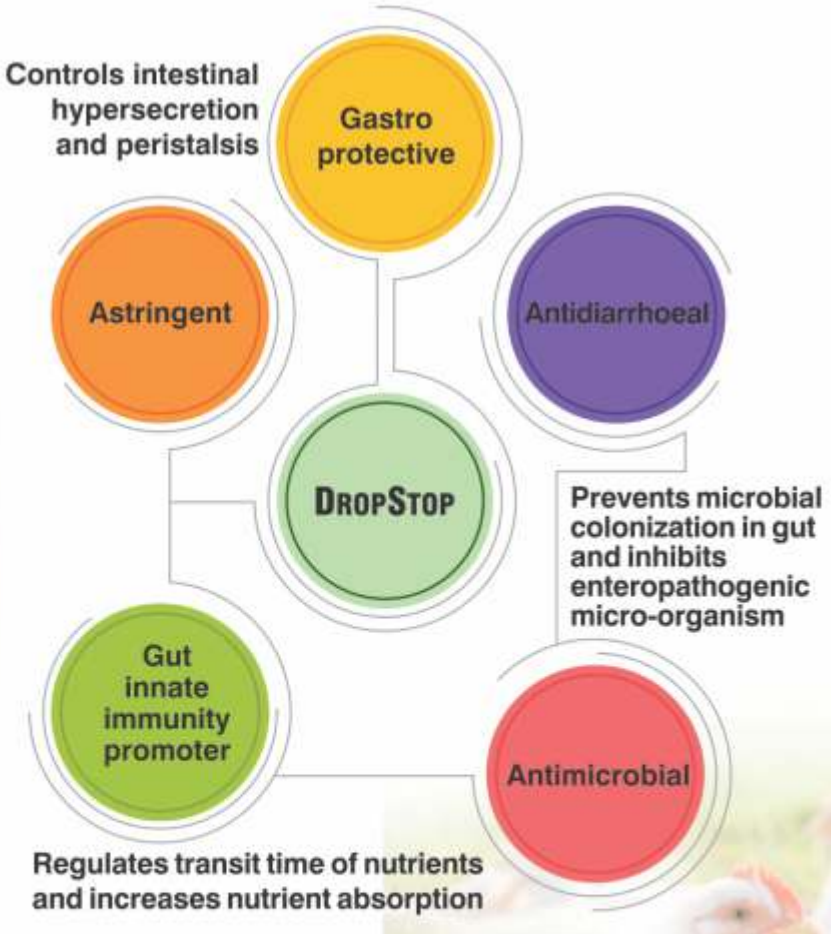

Key Benefits

- Regulates gut transit time, reduces gut hypermotility and thereby increases fluid & nutrient absorption
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- Reduces loose droppings incidence of wet litter and its complications
- Prevents faecal staining of eggs and pasty vents
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Presentation

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Common Egg Shell Quality Problems, Causes And Solutions

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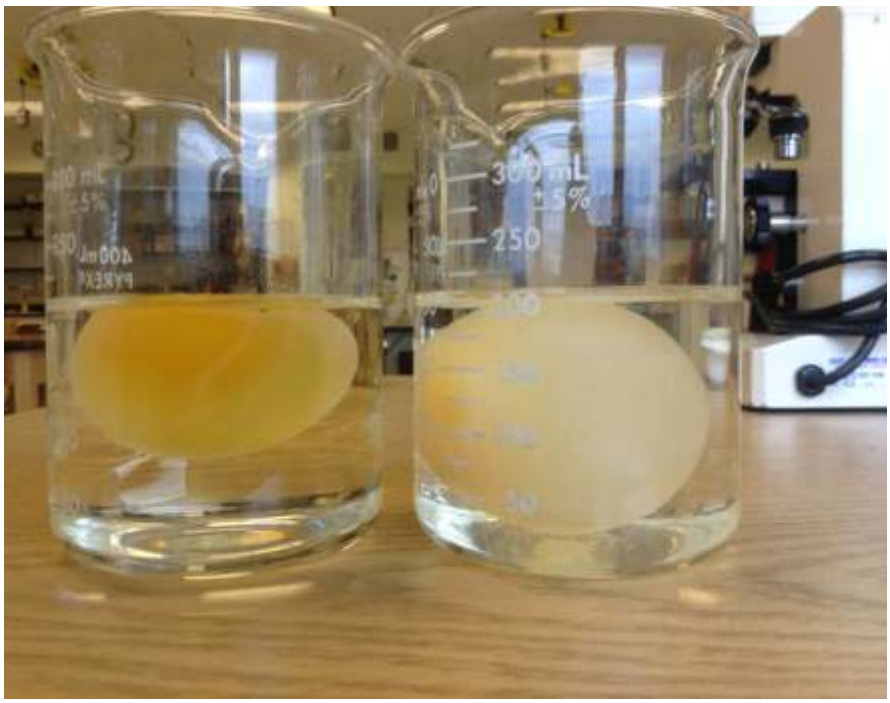
[3] Professor and Head (Retired), Department of Poultry Science, Tamil Nadu Veterinary and Animal Sciences University, Chennai - 600 00

Introduction

Shell quality is one of the most important factors that influence hatchability. The shell thickness and porosity help to regulate the exchange of carbon dioxide and oxygen between the developing embryo and the air during incubation. Shell thickness also has a significant effect on moisture loss during incubation. Thin shelled eggs lose more moisture than do thick-shelled eggs, causing the chick to have difficulty hatching. Thin-shelled eggs also have a much greater chance of being cracked during handling. Although shell quality can generally be manipulated through nutrition, there are several other factors that can have an effect, such as disease and management.

Egg shell quality:

The easiest measure of shell quality is specific gravity. Salt solutions are prepared in garbage cans, using a hydrometer to set the specific gravity of each solution. The eggs are then placed in each solution, from the lowest specific gravity to the highest. The more eggs sink, the thicker the shells. This test can be performed easily on the farm or in the hatchery.



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05 Improves hatchability in breeders

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07 Improves performance under heat stress

08 Improves normal absorption & metabolism calcium & phosphorus

09 Improves the egg shell quality in laying hens

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Egg shell quality problems	Condition of eggs	Causes	Solutions	Example
Pale-shelled Eggs	The degree of brown colour in the egg shell is determined by the quality of deposited pigment (Ooporphyrin) in the cuticle.	• Infectious bronchitis • Bird age (older hen) • High stress in the flock • Egg Drop Syndrome 76 • Use of hemotherapeutic agents (i.e. sulphonamides and nicarbazin)	• Reduce stress (avoid sudden changes, provide calm environment). • Avoid drug residues affecting pigmentation. • Use pigment-rich feed ingredients (marigold, red sorghum).	
Lilac Eggs / Pink Eggs	The egg appears to be pink or lilac due to the association between the cuticle and an extra calcium layer.	• Stress • Excess calcium in the feed	• Avoid excess dietary calcium. • Reduce flock stress (lighting, noise, handling)	
Dirty Eggs	If the egg shell is stained by faeces, it is important to avoid feed ingredients which cause wet and sticky droppings.	• Wet droppings • Large amounts of indigestible compounds in the feed • Poor gut health, electrolyte imbalance/ saline water	• Maintain dry litter and clean nesting material. • Adjust feed formulation (avoid sticky ingredients like rice bran).	
Blood Stained Eggs	Usually from pullets in early lay, eggs are contaminated by smears of blood from a prolapsed cloaca, vent pecking, or cannibalism.	• Overweight pullets • Pullets coming into lay • Sudden, large increases in day length • Poor hygiene: Cage, trays, belt pick-up system	• Improve gut health (probiotics, electrolyte balance). • Provide clean, fresh drinking water. • Maintain temperature inside the shed.	
Shell-less Eggs	Laid without a shell layer, these eggs are protected only by the shell membrane.	• Immature shell gland • Disease: Avian Influenza, NDV, Infectious Bronchitis, • Egg Drop Syndrome. • Inadequate nutrition: Calcium, phosphorus, manganese, or • vitamin D3 • Heat stress		
Wrinkled Eggs	Eggs with thinly creased and wrinkled surfaces.	• Stress • Infectious bronchitis • Defective shell gland • Overcrowding	• Supplements like calcium, phosphorus, vitamin D3, and manganese. Vaccinate against viral diseases. • Avoid early stimulation in pullets.	
Soft-shelled Eggs	Laid with an incomplete shell, only a thin layer of calcium is deposited on the shell membrane.	• Excessive phosphorus consumption • Heat stress • Birds age (older hen) • Saline water • Mycotoxins	• Control stress (optimum stocking density). • Vaccinate against IB. • Avoid sudden feed/water interruptions.	
Cracks	This problem includes hair line cracks, star cracks, or large cracks that result in a hole in the shell.		• Supplement Ca, vit D3. • Use good egg handling (soft belt pick-up). • Avoid overcrowding and stress.	
Corrugated Eggs	Characterized by a very rough, corrugated surface, these eggs are produced when plumping is not controlled and terminated.		• Manage stress. • Maintain consistent laying environment and feeding schedule.	

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Egg shell quality problems	Condition of eggs	Causes	Solutions	Example
Corrugated Eggs	Characterized by a very rough, corrugated surface, these eggs are produced when plumping is not controlled and terminated.		• Manage stress. • Maintain consistent laying environment and feeding schedule.	
Pimpled Eggs	Classified by small lumps of calcified material on the egg shell, the severity of pimples depends on the foreign material present during the calcification process.	• Bird age • Strain of bird • Inadequate nutrition	• Use proper breeder stock. • Balance mineral levels (Ca, P). • Avoid foreign particles in shell gland (sanitation).	
Calcium Coated Eggs	An extra layer of calcium can be seen all over the egg or on just one end.	• Defective shell gland • Disturbances during calcification. • Excess calcium in the diet	• Avoid excessive calcium. • Provide uniform feeding and proper lighting. • Prevent sudden flock disturbances.	
Calcium Deposits	These eggs are classified by white, irregularly shaped spots deposited on the external surface of the shell.			
White/Brown Speckled	With smaller speckles than calcium deposits, these eggs may be laid down before or after the cuticle is formed.		• Stabilize feed and lighting schedules. • Avoid stress during egg formation.	
Mottled Shells	When placed in front of a light, the translucent areas appear mottled or glassy as a result of the shell's failure to dry out quickly.	• High humidity in the shed • Disease and mycotoxins • Manganese deficiency • Overcrowding	• Reduce shed humidity with proper ventilation. • Add manganese supplements. • Use mycotoxin binders.	
Body-Checked Eggs	The egg is cracked in the shell gland pouch and then repaired before lay.	• Incorrect lighting • Stress • Bird age (older hen) • Overcrowding	• Maintain proper lighting programs. • Reduce stress and crowding. • Supplement minerals to strengthen shells.	
Misshapen Eggs	These eggs are too small or large, round instead of oval, or differ from normal shapes.	• Immature shell gland • Disease: Avian Influenza NDV, Infectious Bronchitis, • Egg Drop Syndrome • Stress • Overcrowding	• Vaccinate and manage disease outbreaks. • Avoid crowding. • Provide consistent feeding and environment.	
White Banded Eggs	If two eggs come into contact with each other in the shell gland pouch, normal calcification is interrupted. The first egg retained in the pouch will have an extra layer of calcium seen as the white band marking.	• Stress and changes in lighting	• Prevent lighting stress (consistent photoperiod). • Reduce stress in the flock.	
Slab-sided Eggs	The second egg that enters the shell gland pouch is not as complete as the first egg and is flattened where the eggs made contact.		• Avoid double ovulation (stress control). • Provide optimal nutrition for shell quality.	

Management

Temperature of the barn has a very significant effect on shell quality. Along with calcium, the shell is made up of carbonate. Carbon dioxide from the blood is used in shell formation. It has been shown that the increased respiration of the birds during unusually hot conditions results in depletion of carbon dioxide in the blood and reduced availability of calcium carbonate for shell formation. Handling can also affect shell quality after lay. Rough handling can cause small, almost invisible cracks in the shell that make the egg more prone to bacterial infection. Washing the egg with some disinfectants will also cause problems. Some products will clog the pores in the shell, reducing gas exchange and causing poor hatchability. In addition, some disinfectants can remove the cuticle from the eggs surface, leaving it feeling chalky. The cuticle serves as a barrier to microbes; removal can increase the number of rotten and contaminated eggs. Most hatcheries prefer that eggs not to be washed, just wiped clean.

Conclusion

Shell quality problems are usually easily resolved, but can be costly if they are not dealt with quickly. Eggshell quality may be improved by optimization of housing system like cages design, egg savers, and especially in alternative housing systems nest floor material, and by selecting the genotype appropriate for particular housing system, and paying attention to feed mineral balance with respect to housing and genotype.

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Chicken Eggs: Nutritional Benefits to Human Health

M. K. Singh, Jinu Manoj[1], Amit Kumar, D.K. Singh, Ahmad Fahim and Alka
Department of Livestock Production Management, College of Veterinary and Animal Sciences, Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut, U.P

[1]DIO, Department of VPHE, LUVAS, Hisar, Haryana

Introduction

Worldwide cosmopolitan chicken egg production and consumption have shown remarkable, broad and comprehensive dynamics over the past two decades. Eggs are a complete source of high-quality protein and contain essential vitamins and minerals that contribute to overall health and well-being. Eggs are especially important in addressing nutritional deficiencies in populations with limited access to varied food sources. Beyond their protein content, eggs are a natural source of vital nutrients such as vitamin B12, vitamin D, choline, selenium and healthy fats. Scientific research continues to highlight their role in supporting brain development, immune function, muscle maintenance and eye health. As a result, chicken eggs play a significant role in promoting human health across all age groups, from infants to the elderly. In both developed and developing countries an increased egg production and consumption could significantly improve nutritional needs of a common man and children with developing or growing minds. Eggs are an economical source of nutrients for a healthy diet and life, especially important for the mental development of growing children.

Nutritional Values and Importance for Human Health

Hen's eggs are a complete, affordable and functional food, widely consumed across meals. They are rich in high-quality protein, essential fats, vitamins, minerals, and bioactive compounds, offering both nutritional and therapeutic benefits. Eggs are nutrient dense, low calorie food that supports growth, immunity, brain and heart health and helps prevent chronic diseases. Regular consumption of eggs can be a valuable part of a balanced and healthy diet.

Each egg contains ~6.5g of protein with all 9 essential amino acids. Egg protein is the standard for evaluating other protein sources (91% utilization if cooked). Amino acids support growth, tissue repair, hormone production and metabolic regulation. Egg contains omega-3 (α-linolenic acid) and omega-6 (linoleic acid) fatty acids which are essential fatty acids. It prevents chronic diseases, mental health disorders and supports heart, brain, immune health, and reduces inflammation.

Egg is rich in B-complex vitamins (B1, B2, B5, B6, B7, B9, B12) and fat-soluble vitamins such as A, D, E, K. Egg has high mineral contents in case of selenium, zinc, phosphorus, iron and calcium. All these vitamins and minerals are important for vision, immunity, energy metabolism and fetal development.

One egg has ~200 mg cholesterol, but it has no link with heart disease in healthy people. Cholesterol is vital for vitamin D, steroid hormones, and bile acid synthesis. The past concerns about egg cholesterol have been largely disproved.

Egg has antioxidant properties as it

contains selenium, lutein, zeaxanthin and vitamin E. These help combat oxidative stress, reducing the risk of heart disease, cancer, and eye disorders (like cataracts and macular degeneration).

Consuming eggs has some immunological benefits also. Eggs provide natural antibodies like IgY which is more effective than mammalian IgG. Egg white proteins (lysozyme, ovotransferrin, avidin) have antiviral, antibacterial and anti-inflammatory effects.

Designer Eggs

Designer eggs are enriched eggs produced by modifying the hen's feed with added nutrients. It offer value-added health benefits and meet consumer demand for functional foods. Designer eggs must be properly labeled according to local food regulations. Eggs higher in Vitamin E are available commercially in markets.

Nutrient changes in eggs depend on how hens are fed and raised (free-range vs. caged). Omega-3 fatty acids can be increased by feeding hens with flaxseed, canola oil, soybean oil, walnut, spinach and mustard greens. It helps to reduce risk of heart disease by 50-70%. Conjugated linoleic acid (CLA) can be introduced through feed which has benefits like anti-cancer and anti-inflammatory properties, boosts immunity, reduces asthma, diabetes and hypertension.

Pigment-enriched eggs may help prevent macular degeneration, a leading cause of blindness in the elderly. Studies have shown that a higher intake of carotenoids is associated with a reduced risk of age-related macular degeneration. The majority of carotenoids found in egg yolks are hydroxy compounds known as xanthophylls. Carotenoids like lutein, zeaxanthin, lycopene are needed for eye health and yolk color which can be enhanced by feeding marigold, tomato pulp, corn, chilli and canthaxanthin.

Vitamin levels are elevated especially for the vitamins A, D, E and B-complex vitamins (B1, B2, B12, biotin, folic acid) and are possible to increase up to 10 times in yolk. Minerals like selenium and iron can be enriched through feed.

Egg cholesterol levels can be reduced through dietary manipulation or pharmacological intervention. The most effective approach is to lower the hen's energy intake. Feeding hens a specialized all-vegetarian diet that is higher in protein and fiber, and enriched with vitamin E, has been shown to produce eggs with lower cholesterol content.

Conclusions

A generic shell egg is a nutrient dense, high quality and affordable source of protein, providing a range of essential vitamins, minerals and other functional components. However, by modifying the feed of hens, eggs can be enhanced to offer additional health benefits beyond their natural nutritional value. These are known as designer eggs, which provide options for consumers seeking specific nutritional advantages compared to conventional eggs.

Designer eggs expand the role of eggs as functional foods for human health. Dietary manipulation such as incorporating oilseeds, marine algae, vitamins, and minerals can reduce cholesterol levels in eggs and increase their content of omega-3 fatty acids. Enriching hen diets with specific vitamins and minerals also boosts the micronutrient and antioxidant content of the eggs. Additionally, the use of functional feeds and herbs can improve the nutraceutical value and appearance of eggs. These value added, health promoting egg products cater to the growing demand among health conscious consumers.

HUVEPHARMA®

Newcastle Disease in India: A Silent Economic Killer in Poultry – Strategies for Mitigation

Dr. Priyanka Kamble
Sr. Marketing Manager

Introduction

Newcastle Disease (ND), caused by Avian Paramyxovirus Type-1 (APMV-1), remains one of the most devastating viral infections affecting the poultry industry in India. With high mortality rates, reduced egg production, and severe economic losses, ND poses a constant threat to both small-scale poultry farmers and large commercial producers. Despite advancements in vaccination and biosecurity, the disease continues to challenge the sustainability of India's poultry sector, which contributes significantly to the nation's agricultural GDP.

Newcastle Disease: A Persistent Menace

Newcastle Disease is highly contagious, affecting chickens, turkeys, and other avian species. The virus spreads through direct contact, contaminated feed, water, equipment, and even airborne transmission. Clinical signs vary depending on the strain but commonly include:

- **Respiratory distress** (gasping, coughing, nasal discharge)
- **Nervous signs** (twisting of the neck, paralysis, tremors)
- **Greenish diarrhoea**
- **Sudden drop in egg production** (thin-shelled or shell-less eggs)
- **High mortality** (up to 100% in unvaccinated flocks) In India, **velogenic strains** (highly virulent) are predominant, causing severe outbreaks that cripple poultry operations. (APMV-1 Velogenic NDV is responsible for Velogenic Viscerotropic ND (VVND) outbreaks in India).

Economic Impact on the Indian Poultry Industry

India is the **third-largest egg producer** and **fifth-largest poultry meat producer** globally, The poultry sector in India, valued at more than **USD 28 billion in 2021-22,** has been a vital component of the country's agriculture and food processing industry. Newcastle Disease disrupts this growth through:

1. Direct Losses Due to Mortality & Culling

- **Unvaccinated or poorly managed flocks** face mortality rates of **80-100%**, leading to massive financial losses.
- Government-mandated culling during outbreaks further exacerbates losses.

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2. Reduced Egg & Meat Production

- **Layers:** A single ND outbreak can cause a **20-50% drop in egg production** & reduce egg quality, with recovery taking weeks.
- **Broilers:** Cause **severe mortality**. Infected birds suffer stunted growth, leading to lower market weights and downgrading at processing plants.

3. Increased Vaccination & Treatment Costs

- Farmers must invest in **regular vaccination schedules (Live & Inactivated ND vaccines)**, adding to operational costs.
- Secondary bacterial infections (E. coli, Mycoplasma) increase antibiotic usage, raising concerns over **antimicrobial resistance (AMR)**.

4. Trade Restrictions & Market Losses

- ND outbreaks lead to **quarantine zones,** restricting movement of poultry and products.
- Export markets (Middle East, Southeast Asia) impose bans on Indian poultry products during outbreaks, causing revenue losses.

5. Impact on Small & Marginal Farmers

- **Over 70% of Indian poultry farmers are small-scale**, lacking resources for strict biosecurity.
- A single ND outbreak can **bankrupt small farmers**, pushing them out of the industry.

Strategies to Combat Newcastle Disease

1. Strict Vaccination Protocols

2. Enhanced Biosecurity Measures

- **Farm-level hygiene:** Disinfection of footwear, vehicles, equipment.
- **Restricted access:** Prevent contact with wild birds & other farms.
- **All-in-all-out systems:** Reduce viral persistence in multi-age flocks.

3. Early Detection & Rapid Response

- **Regular serological monitoring** (HI tests for antibody titers).
- **Rapid reporting** of suspected cases to Veterinarians.

4. Proactive Measures for ND Outbreak Prevention

- **Compulsory ND vaccination programs** in high-risk zones.
- **Farmer awareness campaigns** on biosecurity best practices.

Conclusion: A Call to Action

Newcastle Disease is not just a health issue—it's an **economic catastrophe** for India's poultry industry. With the sector growing at **8-10% annually**, unchecked ND outbreaks can derail livelihoods and national food security.

The solution lies in:

- ✓ **Proactive vaccination**
- ✓ **Robust biosecurity**
- ✓ **Farmer education**
- ✓ **Stronger policy enforcement**

As veterinarians, researchers, and industry leaders, we must unite to **safeguard Indian poultry from Newcastle Disease**—ensuring sustainability for farmers and safe, affordable protein for millions.

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Probaes™

Nurturing Gut Microbiota From **Day 1**

Authors: Dr. C. S. Bedi, Dr. Himali Kishor Gotarane, Dr. Nithin Reddy, Dr. Arun Kumar

Guybro Animal Health Pvt. Ltd.

In the world of modern poultry production, the first week of a chick's life is not just foundational—it is decisive. This brief window shapes the bird's future health, immunity, and performance potential. At hatch, chicks face a critical challenge: their gastrointestinal tract (GIT) is immature, with an undeveloped immune system, weak digestive functionality, and a sterile or unstable microbial population. As a result, they are highly vulnerable to environmental stressors, nutritional imbalances, and pathogen invasion.

While the industry has long turned to probiotics in an attempt to support gut health, these conventional solutions often fall short during the first week. The immature gut environment simply cannot support the establishment of introduced live microbial strains, much like trying to plant seeds in barren soil. As a consequence, many chicks remain microbiologically unstable in their early days, creating a cascade of health and performance issues that can persist throughout their lifecycle.

When the gut microbiota is imbalanced in the first week, complications arise swiftly and severely. The most immediate concern is dysbiosis—a disruption in the natural microbial balance—which can weaken intestinal integrity and allow pathogenic bacteria such as Salmonella, E. coli, and Clostridium to dominate. This dysbiotic state often leads to leaky gut syndrome, where weakened intestinal barriers permit toxins and microbes to enter the bloodstream, triggering inflammation and systemic stress. Moreover, nutrient absorption becomes inefficient, immune responses are compromised, and growth trajectories begin to falter. The energy that should be directed toward growth and development is instead diverted to fight infections and stress, resulting in poor feed conversion and higher susceptibility to diseases. These early setbacks can negatively influence overall flock performance, increase production costs, and raise dependency on antibiotics.

Addressing these challenges requires a deeper understanding of gut biology and a more holistic approach. This is where **Probaes** steps in as a new-generation solution in poultry gut health management. Unlike conventional probiotics that introduce external microbial strains, Probaes adopts a biology-respecting strategy by nurturing the chick's own native gut flora from the first day of life. It recognizes that the most effective way to establish a resilient gut ecosystem is to work with, not against, the bird's natural biology.

Once administered, **Probaes** begins interacting with the gut environment to create favourable conditions for the selective growth of beneficial microbes, particularly Lactobacillus and Bifidobacterium species. These microbes are essential for establishing a balanced and diverse microbial population. **Probaes** significantly increases the count of these beneficial bacteria in the gastrointestinal tract, reinforcing the microbial

Probaes™

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SINCE 1988

Nurturing Gut Microbiota From **Day 1**

37 Farms

2,14,091 Broilers

Probaes Feeding Through Water @20 g / 1000 Chicks
Day 1- Day 7

Control Without Probaes	VS	Probaes Feeding from Day 1
≃195gms	7th DAY BODY WEIGHT	≃215 ± 5gms
≃2300gms	MARKET BODY WEIGHT	≃2500 ± 50gms

- ☑ nreased W on th Day to 20+5g _
- ☑ nreased W on Day 0-2 to 200+50g _
- ☑ mroement in iability to 22

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foundation critical for gut development. This targeted stimulation not only improves the competitive exclusion of pathogens but also strengthens the overall resilience of the intestinal ecosystem.

Probaes supports this microbial proliferation and the production of short-chain fatty acids (SCFAs) such as lactic acid, butyric acid, and acetic acid. These SCFAs play a pivotal role in reducing gut pH, creating an inhospitable environment for harmful pathogens, while simultaneously nourishing intestinal cells and strengthening the gut lining.

By supporting microbial fermentation and gut maturation, **Probaes** contributes to improved digestion, better nutrient absorption, and enhanced immune signalling. The intestinal barrier becomes more robust, reducing the risk of leaky gut, while the improved microbial environment limits the colonization of harmful bacteria. These benefits lead to healthier, more resilient chicks that can withstand environmental stressors and maintain optimal growth without the crutch of frequent antibiotic interventions.

While **Probaes** is designed to act from day one, its influence extends well into the bird's lifecycle. By establishing a strong microbial foundation in the early days, **Probaes** promotes long-term gut stability and resilience. Chicks that begin life with a healthy gut ecosystem are better equipped to handle feed transitions, environmental stress, and disease challenges. They demonstrate improved feed conversion ratios, more consistent growth patterns, and overall superior performance metrics, giving poultry producers a clear edge in productivity and profitability.

Probaes represents a transformative shift in how we think about gut health in poultry. Rather than attempting to overwrite the bird's biology with foreign strains, it nurtures what is already within. This natural, supportive approach respects the complexity of the gut ecosystem and leverages it for sustainable health and productivity. In doing so, **Probaes** not only solves the problems of early gut imbalance but also lays the groundwork for lifelong performance.

Probaes doesn't just support early life—it rewrites it. By nurturing gut health from the start, it transforms fragile beginnings into a foundation for lifelong strength, setting a bold new standard in poultry nutrition.

Probaes™

Nurturing Gut Microbiota From **Day 1**

Guybro Animal Health Pvt. Ltd.

Extending Egg Freshness: The Science Behind It

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Introduction

Eggs are a rich natural source of essential nutrients, including high-quality proteins, healthy fats, minerals, and vitamins. Their exceptional nutritional value and versatility in culinary use have made them a staple in diets worldwide. Even during storage, chicken eggs undergo ongoing biological processes that cause complex physical, chemical, and physiological changes. They are also vulnerable to bacterial contamination, which can accelerate spoilage and compromise quality. Freshness is a key indicator of egg quality, and its decline is primarily influenced by storage time and temperature. Among the main parameters used to assess freshness are albumen height, albumen pH, and egg weight—all of which are strongly affected by how long and under what conditions the eggs are stored.

Active Packaging

Microbiology of Eggs

The transmission of foodborne infections has often been associated with egg intake. Salmonella species have been shown to be the most common bacteria in these outbreaks. Not only may this specific bacterium enter the pores, but it can also create biofilms on the eggshell. The most frequent species that may be found in eggs is S. enteritidis. Salmonella may be able to cross the vitelline membrane and infect the yolk region of the egg if it is left to stand at room temperature. All of the egg's ingredients, including the yolk, albumen, and shell membranes, might become contaminated with illness if the chicken has a bacterial infection. However, one of the most important problems related to Salmonella contamination of eggs is the existence of S. enterica serotype Enteritidis. There is a specific serotype that may infect chicken eggs without showing any symptoms of illness in the chickens. Other factors that affect the microbiological quality of eggs include the season, the chickens' age, the strain or genotype, the housing arrangement, and the temperature at which the eggs are kept.

Shelf-life and quality factors of eggs

During storage, eggs undergo various physicochemical changes that can influence their overall quality. The eggshell, composed of both inorganic and organic layers, is naturally porous, enabling the continuous exchange of gases such as carbon dioxide and moisture between the egg's interior and its environment. This permeability also allows external odours and bacteria to enter. Such exchanges trigger chemical reactions inside the egg, leading to changes in the albumen and yolk that gradually diminish quality. To slow these alterations and inhibit microbial growth, eggs are commonly stored in refrigerators ideally at around 7 °C in both retail and household settings. Assessing egg quality involves measuring several parameters, including Haugh unit (HU), yolk index (YI) and colour, shell strength and integrity, vitelline membrane quality, albumen turbidity, foaming capacity, egg weight, albumen and yolk pH, and overall weight loss.

Haugh Unit

The Haugh unit (HU) is a widely used measure in the poultry industry for evaluating egg protein quality. Fresh eggs typically have a pH between 5.6 and 7.5, influenced by environmental factors such as gas and moisture exchange. In fresh eggs, the thick albumen accounts for about 60% of the total weight. Storage time and temperature fluctuations are key factors that cause the albumen to thin. As eggs age, this thinning occurs due to enzymatic action from ovomucin lysozyme, the breaking of disulfide bonds, interactions between α- and β-ovomucins, and a general increase in pH. HU values remain almost unchanged when eggs are stored at 10 °C for roughly 20 days; however, storing them at 30 °C causes the HU to drop from 85 to 35, drastically reducing shelf life.

Shell Quality

Key qualitative characteristics of eggshells include weight, thickness, strength, and density, all of which can provide insights into overall egg quality. Both shell thickness and breaking strength tend to decline with prolonged storage. Shell strength is directly related to the force required to break it, measured in kilograms per foot or Newtons (N). On average, this value is about 4.2, with the acceptable minimum ranging from 3 to 3.5; however, it can vary between 1 and 7.5 depending on factors such as the hen's age and size. Shell thickness generally falls between 0.2 and 0.57 mm, averaging 0.4 mm, with 0.3 mm as the lowest permissible value. There is a positive correlation between breaking strength and uniformity of shell thickness.

Traditional Preservation Methods

Refrigeration

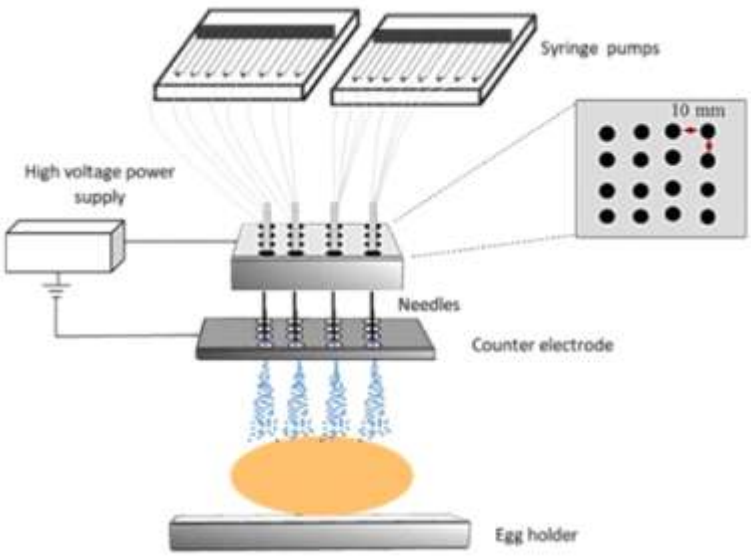
Refrigeration preserves egg quality by using low temperatures to greatly slow enzymatic activity and inhibit the growth of spoilage-causing microorganisms. For best results, eggs should be stored at 1–4 °C (33.8–39.2 °F) with a relative humidity of 75–85%. These conditions help retain internal quality by reducing moisture loss through the shell and slowing the enlargement of the air cell over time. However, temperature fluctuations can cause condensation to form on the shell surface, creating conditions that support bacterial growth and increase the risk of contamination.

Coating

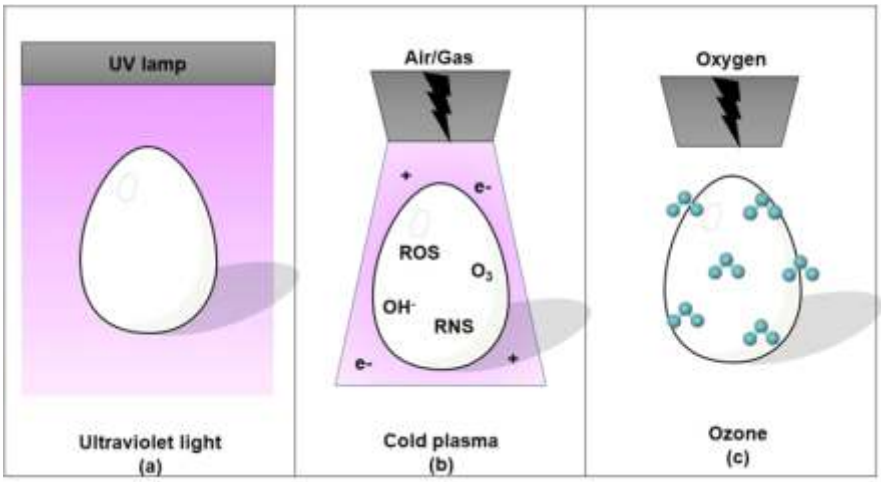
Applying coatings to eggshells is another traditional approach to maintaining egg quality. These coatings create a surface barrier that slows the exchange of gases particularly carbon dioxide and oxygen and minimizes moisture loss from the shell. This protective layer helps maintain consistent internal humidity and acts as a shield against external contaminants, such as bacteria, that could compromise food safety.

Modern Preservation Techniques

Modified Atmosphere Packaging (MAP)



Surface disinfection of eggshells by using Engineered Water Nanostructures (EWNS) (Electrolyzed water)



Egg pasteurization and disinfection: Novel processing technologies

Modified Atmosphere Packaging (MAP) is an advanced method for preserving eggs that works by altering the gas composition within the packaging. By adjusting the levels of nitrogen, carbon dioxide, and oxygen, MAP can slow oxidative processes and greatly inhibit the growth of aerobic microorganisms that cause spoilage. The effectiveness of MAP in extending shelf life depends on the specific gas mixture used, with lower oxygen levels and higher carbon dioxide concentrations generally proving most effective. This technique offers a promising solution for prolonging egg freshness.

Edible Coatings and Biopolymers

The introduction of biopolymers and edible coatings has greatly advanced modern egg preservation techniques. Applied directly to the eggshell, these coatings are made from natural polymers like chitosan, cellulose, and alginate. They not only enhance the shell's barrier against gas and moisture transfer but can also be enriched with antibacterial and antioxidant agents to further protect against spoilage and contamination. Being edible, non-toxic, and safe, these coatings preserve the egg's nutritional value and sensory qualities while maintaining internal integrity. However, their effectiveness depends on factors such as the coating's formulation, the performance of active ingredients, and the compatibility with the eggshell surface.

Irradiation

Radiation, using energy sources such as X-rays, electron beams, and gamma rays, is a highly effective method in modern egg preservation. It works by inactivating microorganisms and spoilage agents present on or within the egg, thereby extending shelf life while preserving nutritional value and sensory qualities. The key to successful irradiation lies in optimizing the dose to ensure microbial control without compromising egg quality. However, its application requires careful consideration of regulatory standards, consumer acceptance, and the balance between effective microbial reduction and maintaining product integrity.

Innovations in egg preservation

Active Packaging

The advancement of egg preservation technology has advanced significantly with the advent of active packaging, which does more than merely passively contain the product. By either releasing preservative compounds that extend shelf life and enhance safety or by absorbing gases and pollutants that might possibly compromise product quality, these novel technologies work directly with the packed eggs. Based on the idea of establishing a dynamic environment within the box, the purpose of active packaging is to create a dynamic environment that actively maintains or improves the status of the eggs. Certain active packaging materials are designed to produce antimicrobial compounds that prevent harmful germs from growing on the eggshell. This guarantees that there are no germs on the eggshell. Another option would be to include carbon dioxide emitters or oxygen scavengers into the packaging to change the atmosphere within the container and deal directly with the factors that cause the product to deteriorate.

Nanotechnology

Nanotechnology, which makes use of the unique properties of materials at the nanoscale. Coatings and packaging sheets may benefit from the use of nanomaterials to enhance their mechanical strength, improve their resistance to gases and moisture, and add antibacterial properties, among other desired properties. To reduce the quantity of microbiological contamination that is accessible on eggshells, for instance, packing materials may include nanoparticles of zinc oxide or silver, which are well-known for their antibacterial activity. The development of intelligent packaging solutions is made possible by the use of nanotechnology in food packaging. The development of indicators that may change colour in response to temperature fluctuations or the presence of gases that promote spoiling is one instance of this.

Real-time information on the product's freshness is provided by these signs.

High pressure, supercritical carbon dioxide, or ultrasound

The functional properties of albumen include its foaming capacity, foam stability, and foam viscoelasticity. However, albumen is highly sensitive to processing conditions such as pH, temperature, storage duration, and protein concentration. During storage, it undergoes several changes, including pH increase, protein thinning, and the release of carbon dioxide and water. Processing albumen in an alkaline medium can lead to the formation of lysinoalanine and lanthionine, as well as amino acid racemization. In contrast, albumen remains relatively stable at neutral pH, and the addition of salt can reduce heat-related damage. These physicochemical changes can directly influence its functionality. Emerging technologies such as high-pressure processing, supercritical carbon dioxide treatment, and ultrasound offer potential to modify these properties and support the creation of more innovative products.

Mathematical Models

A considerable number of mathematical models that match microorganism inactivation curves under new technologies. These models are an essential tool in the technology validation process. The information pertaining to the processing conditions, food composition, microbe characteristics, and other processing factors are considered while creating mathematical techniques for forecasting the behaviour of an organism. These models may be used to assess a product's safety, which can help with decision-making all along the way.

Cold Plasma

Room temperature application of cold plasma is possible, produces no waste, and does away with the requirement for hazardous materials and chemicals. This technology is not only very versatile and advantageous for the environment, but it is also relatively expensive.

Ozone

Ozone is included in the category of substances known as Generalized Recognized as Safe (GRAS) and is considered to residues behind. Ozone is environmentally friendly and requires very little in the way of initial investment and continuing upkeep.

Electrolyzed Water

Electrolyzed water is an additional illustration of a green technology. This kind of water is inexpensive, safe for the environment, and useful for cleaning and disinfecting. It poses no threat to human health.

Commercialization of novel technologies

The path to commercializing breakthrough technologies in the food industry has been slow, largely due to numerous barriers within the production chain. While these innovations align well with current industry demands such as controlling foodborne outbreaks, meeting consumer expectations for safety and nutrition, and achieving high quality with longer shelf life—their transition from laboratory research to industrial application remains sluggish. Factors hindering adoption include economic, technological, environmental, and social challenges, such as high costs, limited resource availability, insufficient technical knowledge, and market-related risks. Certain methods, like food irradiation, also face restrictions in global trade due to limited acceptance. As a result, only a few emerging technologies have achieved full-scale commercial use. Process validation is a critical prerequisite before any breakthrough can be implemented commercially. However, comprehensive research is urgently needed to assess the costs, sustainability, and long-term feasibility of using emerging technologies for pasteurizing and disinfecting eggs and egg products.

Conclusion

Salmonella species pose a significant ongoing threat to human health through eggs and egg-based products. This risk is heightened by the absence of universal pasteurization guidelines and the diverse processing and storage practices observed globally. Applying appropriate pasteurization methods can effectively reduce Salmonella contamination in eggs while preserving their functional properties. Innovative non-thermal technologies are emerging as promising alternatives to traditional heat treatments, with some capable of pasteurizing eggs within minutes without degrading nutritional quality. Additional advanced methods can sterilize eggshells, lowering bacterial loads on the surface. The most effective strategy is likely a combination of multiple technologies to achieve internal pasteurization while sanitizing the shell. These modern approaches offer eco-friendly solutions for egg safety, though further validation is needed before widespread adoption in the poultry industry.

Feathers of the Future: Advancing Sustainability in Poultry Production

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Poultry production stands at the crossroads of opportunity and responsibility. As the fastest-growing segment of the livestock sector globally, poultry—particularly broiler meat and eggs—has become a critical pillar of food security. In 2023 alone, global poultry meat production exceeded 137 million metric tons, with demand projected to rise steadily, especially in developing countries due to its affordability and lower environmental footprint compared to red meat. However, with this growth comes a pressing need to balance productivity with sustainability.

Sustainability in poultry production is a multidimensional concept that encompasses environmental protection, economic viability, and social responsibility. It aims not only to reduce the negative impacts of farming practices but also to ensure resilience, equity, and ethical standards across the production chain. Achieving this balance is no longer a choice; it is a necessity in a world facing climate change, resource scarcity, and shifting consumer expectations.

Environmental Sustainability: Reducing the Ecological Footprint

Environmental sustainability is perhaps the most pressing concern in modern poultry production. The sector, while more efficient than ruminants, still contributes to greenhouse gas emissions (GHGs), land degradation, water pollution, and biodiversity loss if mismanaged. Thus, sustainable solutions must prioritize minimizing these impacts without compromising productivity.

One of the most influential factors is feed. Feed production accounts for up to 70% of the total carbon footprint of poultry meat. The cultivation of soybeans, often used as a protein source, has been linked to deforestation in sensitive regions such as the Amazon and Cerrado in South America. Reducing this impact involves transitioning to more sustainable feed sources. These include **insect-based meals, single-cell proteins, and agricultural by-products.** For example, black soldier fly larvae have shown promise as a high-protein feed ingredient that can be grown on organic waste, offering both a nutritional and environmental advantage.

Moreover, **precision feeding technologies** now allow producers to tailor rations to the specific needs of individual birds or flocks. By aligning feed intake with growth requirements, farmers can significantly reduce nitrogen and phosphorus excretion, which are major contributors to soil and water pollution. Feed conversion ratios (FCRs) for broilers have already improved dramatically, from 2.5 in the 1960s to under 1.7 today in many commercial systems, reflecting advancements in

genetics, nutrition, and management.

Water and energy use are other critical environmental considerations. Poultry farms consume substantial water for drinking, cleaning, and cooling. Modern systems, including **nipple drinkers, fogging systems,** and **recycled water loops,** can reduce consumption by up to 40%. In terms of energy, the incorporation of **renewable energy sources** such as solar panels, biogas digesters, and geothermal heating systems is becoming increasingly common, especially in Europe and parts of North America. For example, solar-powered poultry houses in India have shown significant reductions in electricity costs and carbon emissions.

Manure management presents both challenges and opportunities. When mismanaged, poultry litter contributes to ammonia emissions, groundwater contamination, and methane production. However, manure is also a valuable resource. Composting, pelletizing, or anaerobic digestion can transform waste into **organic fertilizers, bioenergy,** or **bedding material,** promoting circular economy principles. Countries like the Netherlands have pioneered closed-loop systems where poultry manure is used to generate biogas, which in turn powers the farms.

Economic Sustainability: Building Resilience and Profitability

While environmental goals are essential, they must be economically feasible. Economic sustainability ensures that poultry farming remains profitable and resilient, particularly in the face of challenges like feed price volatility, market disruptions, and disease outbreaks.

One strategy is **technological innovation.** Automated feeding systems, climate control sensors, and data analytics platforms help producers monitor flock performance, predict health issues, and optimize production. These technologies not only reduce labor costs but also improve animal health and reduce mortality. In countries like Brazil and the United States, the adoption of digital tools in poultry farming has led to productivity gains of over 15% in large-scale operations.

However, access to such technologies remains limited in many developing countries. **Smallholder farmers,** who contribute significantly to poultry production in regions such as Sub-Saharan Africa and South Asia, often lack the capital or training to adopt advanced systems. Supporting their transition to sustainable models requires **inclusive financing, extension services,** and **public-private partnerships.** Programs like the **Bill & Melinda Gates Foundation's "Livestock Investments for Transformation"** are helping bridge this gap by providing access to improved genetics, vaccines, and market linkages.

Diversification of income is another important pillar. Integrated farming systems, where poultry is combined with crop production or aquaculture, can reduce risk and improve resource use. For instance, poultry-cum-fish farming in Bangladesh has significantly increased household income while reducing feed costs through nutrient recycling.

Trade policies and global markets also influence economic sustainability. Producers must navigate complex regulations, food safety standards, and consumer preferences, especially when exporting to high-value markets. Sustainable certification schemes such as **Global G.A.P.** and **RSPCA Assured** help differentiate products and open access to niche markets but may impose additional costs on producers. Balancing compliance with competitiveness is thus a key consideration.

Social Sustainability: Ensuring Equity, Welfare, and Safety

Beyond profitability and environmental care, sustainability in poultry farming must address human and animal welfare. **Social sustainability** involves promoting fair labour practices, protecting animal welfare, enhancing food safety, and supporting rural livelihoods.

Poultry farming provides direct and indirect employment to millions worldwide. However, in many regions, working conditions in farms and processing plants are poor, with long hours, low wages, and limited labour rights. Sustainable systems prioritize worker welfare through **training, healthcare access, gender equity,** and **safe work environments.** Ensuring decent work also improves productivity and reduces turnover.

Animal welfare is a rising priority, driven by ethical considerations and consumer demand. Conventional production systems, particularly battery cages and high-density broiler housing, face criticism for limiting natural behaviours and contributing to health problems. In response, many producers are shifting toward **enriched cages, cage-free,** or **free-range systems.** These systems allow for greater mobility, perching, and nesting, improving both welfare and public perception. The European Union and several U.S. states have enacted legislation

phasing out battery cages, and large retailers are pledging to source only cage-free eggs in the coming decade.

Public health is another critical aspect. The overuse of **antibiotics** in poultry production has been linked to antimicrobial resistance (AMR), a major global threat. Sustainable poultry systems emphasize **antibiotic stewardship**, which includes reducing prophylactic use, enhancing biosecurity, and using vaccines and probiotics as alternatives. Organizations such as the **World Organisation for Animal Health (WOAH)** promote global standards for responsible antibiotic use in animal agriculture.

Food safety is closely tied to production practices. Contamination with pathogens like **Salmonella** and **Campylobacter** poses serious risks to human health. Strict hygiene protocols, traceability systems, and transparent labelling help ensure product integrity and consumer confidence. Blockchain technology is being piloted in countries like China to provide end-to-end traceability for poultry products, helping reduce fraud and improve response to outbreaks.

Toward a More Sustainable Future: Innovation, Policy, and Collaboration

Achieving true sustainability in poultry production is a long-term journey that requires systemic change. Innovation, policy support, and stakeholder collaboration are the cornerstones of progress.

Research and development are unlocking new frontiers in sustainable poultry science. Genetic improvements continue to yield birds that grow faster, resist disease better, and require less feed. Genomic selection and CRISPR-based gene editing offer future potential, though ethical and regulatory hurdles remain. Meanwhile, **artificial intelligence (AI)** and **Internet of Things (IoT)** technologies are enabling precision management and early disease detection through real-time data.

Policymakers play a vital role by setting regulatory standards, offering incentives for green practices, and investing in rural infrastructure. The integration of poultry sustainability goals into national agricultural and climate strategies ensures alignment with broader development objectives. International frameworks such as the **United Nations Sustainable Development Goals (SDGs)**—particularly SDG 2 (Zero Hunger), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action)—provide a shared vision and measurement framework.

Collaboration across the supply chain, including producers, veterinarians, feed companies, retailers, and consumers, is essential. Multi-stakeholder platforms like the **Sustainable Poultry Network, International Egg Commission,** and **FAO's LEAP Partnership** facilitate knowledge exchange and harmonization of standards. Consumers, too, have a role to play by making informed purchasing decisions and supporting brands that uphold sustainability commitments.

Conclusion

In conclusion, sustainability in poultry production is a dynamic and multidimensional pursuit. It requires a careful balance between productivity and responsibility, leveraging innovation while honouring ethical and environmental limits. As the world continues to seek secure, nutritious, and affordable food sources, poultry will remain at the forefront. But its future success depends on our collective ability to foster systems that are not only efficient, but also equitable and environmentally sound. By investing in sustainable practices today, we ensure that poultry production remains a vital, resilient force in feeding the world—one feather at a time.

Preservation of Eggs

Dr. Pushpa Lamba, Dr. Vivek Saharan
& Dr. Sangeeta Jhajharia

Preservation of eggs is the process of storing or treating eggs, so that their shelf life is extended while maintaining their edibility, taste, and nutritional value. Eggs are one of the most widely consumed and versatile foods across the world. They are a rich source of high-quality protein, vitamins, and essential minerals, making them a vital part of human nutrition. However, eggs are highly perishable due to their high water content and nutrient-rich composition, which makes them susceptible to microbial spoilage and quality deterioration. For this reason, effective preservation of eggs is essential to extend their shelf life, maintain nutritional value, and ensure food safety.

The principle behind preservation of eggs is to slow down or prevent the natural processes of deterioration such as microbial growth, chemical changes, and moisture loss so that the egg remains fresh, safe, and nutritious for a longer period.

Importance of Egg Preservation

1. **Food Security:** Preservation helps ensure a steady supply of eggs even during off-seasons or in areas where fresh eggs are not easily available.
2. **Prevention of Spoilage:** Eggs are prone to bacterial contamination, especially by Salmonella, making preservation critical for consumer safety.
3. **Economic Benefits:** By reducing post-harvest losses, preservation supports poultry farmers and contributes to the economy.
4. **Global Trade:** Preserved eggs can be transported over long distances, facilitating international trade and food distribution.

Methods of Egg Preservation

1. Refrigeration

- The most common method where eggs are stored at low temperatures (0–5°C).

  Advantages: Retains freshness for 3–5 weeks.

  Limitations: Requires continuous electricity and refrigeration infrastructure.

2. Cold Storage with Controlled Atmosphere

- Eggs are stored in chambers with regulated humidity (75–85%) and reduced oxygen levels.
- This slows down microbial growth and prolongs shelf life up to 6 months.

3. Oiling

- Eggs are coated with a thin layer of edible oil (such as mineral or vegetable oil).
- This seals pores on the eggshell, reducing moisture loss and preventing bacterial entry.

- Extends shelf life up to 3 months under cool conditions.

4. Water Glass Method (Sodium Silicate Solution)

- Eggs are immersed in a solution of water glass (sodium silicate).
- Forms a protective coating, preserving eggs for 6–8 months.
- Common in traditional households where refrigeration is unavailable.

5. Pickling and Processing

- Eggs can be boiled and pickled in vinegar and spices for long-term preservation.
- Processed egg products (powdered, frozen, or liquid eggs) are widely used in the food industry.

6. Freezing

- Whole eggs, yolks, or whites can be beaten, stabilized, and frozen.
- Provides long-term storage for up to a year, but alters texture upon thawing.

7. Drying (Dehydration)

- Eggs are spray-dried or freeze-dried to produce egg powder.
- Highly stable, lightweight, and suitable for baking industries and military rations.

8. Traditional and Cultural Methods

- In China, Century Eggs (preserved using clay, ash, and lime) are a delicacy.
- Salting or fermenting eggs is also practiced in some regions.

Best Practices in Egg Preservation

- Only clean, fresh, and crack-free eggs should be preserved.
- Eggs should be stored with the pointed end down to maintain yolk position.
- Temperature and humidity control is essential to slow down spoilage.
- Proper handling and sanitation prevent contamination during storage and transport.

Conclusion

The preservation of eggs is crucial for maintaining their quality, safety, and availability. From simple household techniques such as oiling and water glassing to advanced industrial methods like refrigeration, freezing, and drying, various practices have been developed worldwide.

Traceability and Branding of Poultry Products: A Bird's Eye View

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Chicken eggs and meat supply affordable high-quality protein to all sections of people in Indian society. In 2023–24, India ranked5th globally in meat production with 10.25 million tonnes (CAGR:4.85%) and 2nd globally in egg production with 142.77 billion eggs (CAGR: 6.8%) (BAHS, 2023). Rising demand for eggs and chicken meat, driven by protein needs, is also accompanied by growing consumer concerns over authenticity and safety. This is where traceability, the systematic tracking of a product's journey from farm to fork gains importance, as it addresses these concerns by ensuring quality, safety, and trust at every stage, including:

1. Production (farms/hatcheries)
2. Processing (slaughter, packaging)
3. Distribution (logistics)
4. Retail (supermarkets/foodservice)
5. Consumption (end consumer)

The dual-capability system ensures:

- Food Safety: Rapid isolation of tainted batches (e.g., Salmonella outbreaks) through tracing (identifying origins upstream) and tracking (following products downstream).
- Transparency: Verification of claims like "antibiotic-free" via farm records.
- Efficiency: Optimized logistics, waste reduction, and fair payments.
- Compliance: Alignment with EU, USDA, and GFSI requirements.

By integrating traceability, poultry producers fortify consumer trust, enhance operational resilience, and transform complex supply chains into accountable networks—ultimately ensuring safe, consistent poultry reaches every plate.

Minimum Traceability Rules: Food Safety Management System (FSMS) under FSSAI

The Food Safety and Standards Authority of India (FSSAI) has regulatory oversight over the entire food supply chain for both domestic and imported food articles but does not regulate the safety of food exports. Therefore, it does not ensure "farm-to-fork" or "fork-to-farm" traceability for products exported from India. However, the Agricultural and Processed Food Products Export Development Authority (APEDA) manages export traceability through systems like 'TraceNet' enabling end-to-end tracking from farm or hatchery to shipment with unique IDs for farms, plants, and consignments.

As per the FSMS guidance, poultry slaughterhouses and processing units must:

- Assign batch/lot codes to live poultry, raw materials, packaging, and finished products for identification.
- Maintain a documented and effective recall plan as per Food

Safety & Standards (Food Recall) Regulations, 2017.

- Ensure the plan allows quick location and complete recall of any product posing a health risk.
- Assess and, if necessary, recall other products made under similar conditions.
- Keep recalled products under supervision until destroyed, diverted for non-human use, declared safe, or reprocessed to ensure safety.

Reasons for Tracing Poultry and Poultry Products

1) Public Health and Consumer Trust

Consumers demand safe poultry produced ethically. Traditional meat inspection fails to detect microbial hazards (e.g., Salmonella) or verify on-farm practices. Testing every batch is impractical, so preventive assurance programs are critical. These cover:

- Flock health management
- Feed safety & composition
- Responsible antibiotic use
- Biosecurity protocols
- Animal welfare compliance

Traceability enables credible claims (e.g., "Salmonella-free", "Non-GMO Feed"and "Antibiotic-Free") through independent audits. By linking products to verified farm practices, it reassures consumers and protects public health.

2) Animal Health and Disease Control

Diseases like velogenic Newcastle disease or highly pathogenic avian influenza can wipe out flocks and shut down markets overnight. Traceability is pivotal for:

- Rapid containment: Tracking infected flocks forward (to exposed sites) and backward (to sources).
- Targeted interventions: Isolating risks like Salmonella-contaminated breeding stock. Some problems threaten both animal and public health-like dioxin-contaminated feed.
- Prevention: Supporting biosecurity via "all-in, all-out" systems, health-certified sourcing, and vaccination records.This minimizes economic losses and safeguards both animal and human health (e.g., preventing zoonotic spread).

3. Industry Efficiency and Accountability

The poultry business is competitive. Success depends on producing more, wasting less, and responding quickly when things go wrong. The poultry supply chainfrom breeders to retailersrelies on traceability for:

- Fair payments: Breeders paid per chick hatched; farmers compensated per bird weight/grade.
- Operational transparency: Hatcheries track eggs by farm code; processors maintain flock identity until grading.
- Recall agility: Quickly isolate affected batches during safety incidents.
- Waste reduction: Pinpoint inefficiencies in feed conversion, mortality rates, or processing yields.

From start to finish, identification ensures everyone in the chain gets fair payment and that any problems can be traced instantly.

Implementing a Poultry Traceability System: A Step-by-Step Approach

Implementing a robust poultry traceability system requires careful planning, testing and validation to ensure it works flawlessly when tracking chickens from the farmhouse to the dinner table, especially during critical events like disease outbreaks (e.g., Avian Influenza) or product recalls(Valdokhina and Roiter, 2020).

Phase	Key Actions
1.System Design	Define tracking scope (e.g., flocks, batches), data points, user roles, and integration with existing systems (e.g., ERP).
2.Plan Development	Set timelines, budget, data standards (aligned with FSIS/GFSI), and testing protocols.
3. Data Migration	Load master records (farms, hatcheries, products) and digitize legacy data.
4. Pre-Testing Review	Validate design, data completeness, and compliance before pilot testing.
5. Performance Testing	Simulate real-world conditions: recall drills, high-speed processing line scans, and user workflows.
6. System Refinement	Fix errors (e.g., scanner failures, slow UI), update training materials, and optimize data flows.
7. Go-Live Approval	Final stakeholder sign-off confirming reliability, accuracy, and user readiness.

Why This Structured Approach?

Accuracy: Prevents misidentification during critical events.

Risk Mitigation: Avoids costly failures during recalls.

Compliance: Meets evolving regulatory demands (e.g., USDA, EU).

Scalability: Adapts to supply chain complexity, from small farms to global distributors.

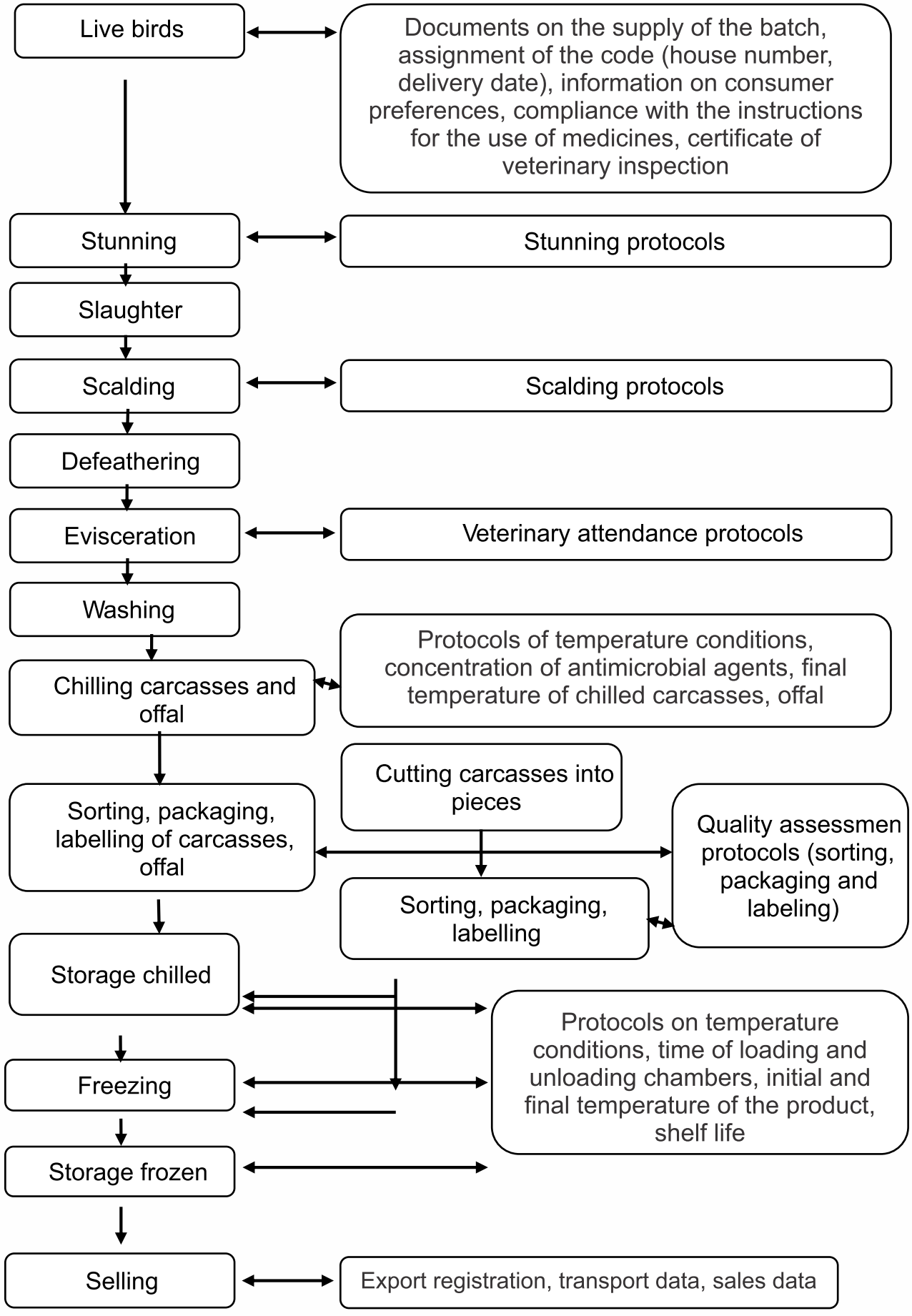


Figure 1. Internal traceability system for a slaughterhouse in a poultry farm

Technologies in Traceability Systems

Traceability involves tracing a product's origin and attributes using data from upstream checkpoints, and tracking its movement and details along the downstream supply chain (Dabbeneet al., 2014).These systems help maintain product quality, integrity, and safety, improve operations, enable quick responses to issues, and build brand trust. Technologies such as block chain, QR codes, RFID, and IoT can greatly enhance traceability.

a) Block chain

It is an open, distributed, and decentralized ledger that securely records and shares transactions across a peer-to-peer network. It removes the need for intermediaries like banks, reducing costs and speeding up transaction times.

Each transaction is stored permanently and verified through a distributed consensus mechanism, ensuring data integrity and authenticity. In traceability systems, block chain improves transparency, standardizes reporting, enhances audit practices, and enables efficient data analysis—making it a powerful tool for building trust across the supply chain.

b) QR Codes

QR codes ("Quick Response" codes) are two-dimensional codes that store a link to detailed product information, retrievable via a simple smart phone scan—no special reader required. They are compact, robust (readable even with minor damage), and can connect consumers to extensive traceability data stored on a server or blockchain.

For example, in a project by ZhongAn Technology, the tech arm of China's first internet-only insurer, each chicken was assigned a card tracking its journey from farm to retail. Data were uploaded to a blockchain, enabling customers to scan a QR code to view the product's full lifecycle. Blockchain is a secure digital ledger that ensures authenticity and transparency.

c) Internet of Things (IoT)

The Internet of Things (IoT) connects small devices, often sensors to larger networks like the internet, enabling rapid and large-scale data collection. In poultry farming, IoT devices (such as leg-mounted trackers) can monitor each bird's movement, health, and environment in real time.

When integrated with block chain, IoT data gains added transparency and security, ensuring it cannot be altered. For example, a poultry farm could automatically record thousands of data points including feeding schedules, temperature and location without human intervention, assuring consumers of the product's authenticity, quality, and safety while reducing risks in the supply chain.

d) Radio Frequency Identification (RFID)

It is a contactless technology that uses radio signals to transfer data between a tag and a reader. In the poultry supply chain, RFID tags can be attached to products to track their location, condition, and movement in real time. It is very useful in that it contains the information in one embedded device with little human interaction(Liu et al., 2013).

For example, a Norwegian poultry company implemented an RFID-based system with IBM and Matiq to ensure meat was stored in optimal conditions. Retailers benefit by being able to track products' whereabouts, manage inventory, and plan stock more efficiently. Stakeholders also gain real-time business insights, supporting better decision-making and operational efficiency.

By providing accurate, up-to-date information throughout the supply chain, RFID enhances traceability, improves product quality control, and boosts consumer confidence.

Challenges

- Implementing sophisticated technology (RFID, block chain platforms, sensors, software) requires significant investment, especially for smaller farms and processors.
- Different companies use different data formats and systems. Agreeing on common standards and protocols for sharing information (without compromising proprietary data) is crucial but challenging.
- Poultry products often involve ingredients and processes across multiple countries. Aligning traceability standards and regulations internationally adds another layer of complexity.
- Tracking individual birds (versus batches) offers the highest precision but is currently impractical and costly for mainstream poultry.
- Technology is only as good as the people using it. Consistent, accurate data entry at every stage (farm, plant, distribution) is essential.

Industry Initiatives to Develop Traceability Programs

Efforts to standardize traceability in meat and poultry began in 2001 with the creation of the Meat and Poultry Business-to-Business Data Standards Organization (mpXML). This group worked to create consistent standards for identifying trading partners, products, logistics

units, and shipments. In 2014, mpXML merged with the GS1 US Meat and Poultry Workgroup, and the standards are now published as the GS1 Traceability for Meat & Poultry U.S. Implementation Guide.

These standards focus on two key building blocks:

- Critical Tracking Events (CTEs) – The points in the supply chain where product movement or transformation must be recorded (e.g., receiving, processing, shipping).
- Key Data Elements (KDEs) – The specific information to be captured at each CTE (e.g., lot number, quantity, location, date, ingredients).

In 2014, the Global Food Traceability Centre released detailed best practices for each food sector, including poultry. The poultry industry is often highly vertically integrated, with one company controlling stages from hatchery to processing, while contract growers raise the birds. This structure generally makes traceability easier compared to industries like beef, where ownership changes multiple times.

Despite this integration, challenges remain especially during harvest and processing, where products are transformed. Maintaining a link between the original bird and the final product is critical but can be complicated. Practices like co-mingling (mixing products from different sources) increase the risk of losing traceability and compromise product integrity.

By adopting GS 1 standards, identifying CTEs and KDEs, and applying them consistently, poultry operations can strengthen product tracking, improve recall efficiency, and build consumer trust.

Strong traceability builds consumer trust, which producers can then amplify through branding.

Branding of Poultry Products

Branding helps poultry producers stand out, earn loyalty, and target premium markets by showcasing qualities like safety, freshness, and responsible production (Oppong-Kyeremehet al., 2024).

Evolution in India

In India, branding has shifted gradually from loose sales to packaged and now fully branded products often driven by dedicated retail outlets. Consumers connect not only with quality but also with the story and culture behind the brand, making emotional engagement key to future growth.

Importance of Branding in Poultry

Branding in agriculture and specifically in poultry serves several purposes:

- Product differentiation to stand out from competitors.
- Signaling quality and safety to consumers.
- Targeting niche markets willing to pay premium prices.
- Enhancing long-termprofitability(Oppong-Kyeremehet al., 2024).

When effectively implemented, branding supports sector sustainability and consumer confidence.

Branding Attributes

Five core attributes influence poultry branding strategies (Oppong-Kyeremehet al., 2024).

1) Brand Source- whether marketed under an individual farm/company brand or a collective/group brand.
2) Production Claim- highlighting claims such as antibiotic-free, free-range, organic feed, etc.
3) Form of Branded Chicken- e.g., whole dressed, cut parts, marinated, ready-to-cook.
4) Percentage of Production Used for Branding- deciding what portion of production is sold under the brand.
5) Price Positioning- setting a price that reflects the brand's value proposition while being competitive.

Benefits include:

- Increase consumer loyalty through consistent quality.
- Command premium prices for value-added products.
- Facilitate entry into high-value domestic and export markets.
- Differentiate local poultry from unbranded or generic alternatives.

Key Factors for Successful Branding

- Clear brand identity with a strong visual logo and messaging.
- Quality consistency across every batch.

Who	Where	When	What	Identifiers	Activity Types
Owner of breeder farm		Date	Eggs	Breeding stocks	Purchase order
Owner of hatchery	Location of hatchery	Time	Chicks	Flock ID	Delivery identification
Owner of feed mill	Location of feed mill		Broilers/spent hens	Batch number/ lot number	Cycle identification

- Effective marketing channels (social media, in-store displays, food fairs).
- Traceability integration to verify brand claims.
- Training and awareness among producers to maintain brand standards.

Consumer Behaviour in Branded Eggs:

- There is significant relationship between demographic profile of customers and their awareness on branded eggs. Factor analysis confirmed that brand, egg variants, egg content, food preparation and egg price relatively influenced on egg buying behavior of customers (Gunasekaran, 2016).
- The process of building a strong poultry brand involves aligning these consumer insights with strategic planning. Figure 2 illustrates the key components and steps in determining and implementing a brand strategy.

Figure 2.Process of determining and implementing a brand strategy

Key Cost Factors in Branding

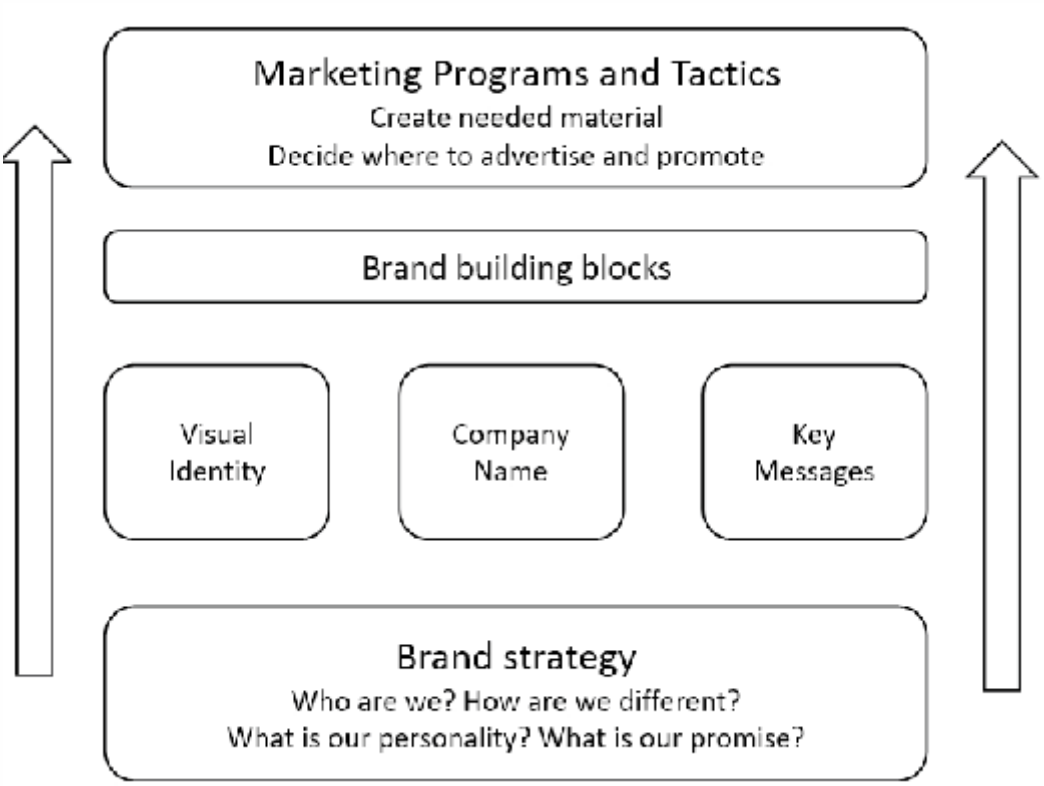
Building a poultry brand involves costs for market research, brand name creation, logo design, supporting materials (website, brochures, trade show displays), advertising, signage, and packaging; each contributing to brand visibility and consumer trust.

Where things stand today??

- Tracking poultry from farm to plate is becoming essential, offering gains in revenue, shopper loyalty, and product safety.
- High costs, privacy concerns, complexity, and lack of understanding keep many producers from adopting traceability.
- Implementing traceability means giving up product anonymity, which is a major hurdle.
- The poultry sector is moving from loose, unpackaged sales to packaged and fully branded products in retail outlets and supermarkets.
- Customers now demand quality, safety, transparency, and values behind the brand.
- Many small and mid-sized producers still see branding as a cost rather than a strategic investment, limiting market reach.
- Long-term branding success relies on consistent quality, strong identity, and clear positioning.
- Combining traceability with branding turns transparency into a trust-building tool and a market differentiator, enabling higher margins and customer loyalty.

Conclusion

Traceability in poultry production is no longer just a regulatory requirement. In fact, it's a strategic tool for ensuring food safety, improving supply chain efficiency, and building consumer trust. When combined with strong branding, it creates a powerful value proposition, enabling producers to differentiate their products, command premium prices, and foster customer loyalty. However, successful implementation depends on overcoming challenges such as cost, data standardization, and industry awareness. Moving forward, integrating advanced traceability technologies with effective branding strategies will hold key to securing sustainable growth and competitiveness in the poultry sector.



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Improvement in BWT in EC shed

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Improvement in livability vis-à-vis antibiotic control

#1 FCR point represent third/last decimal point of 1000

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

Outbreaks of Bird Flu

During the year 2025 (till 24th July 2025) outbreaks of Avian Influenza (Bird Flu) in domestic poultry has been reported in 10 States of the country namely Maharashtra, Chhattisgarh, Jharkhand, Andhra Pradesh, Madhya Pradesh, Telangana, Karnataka, Bihar, Uttar Pradesh and Odisha.

Year wise number of outbreaks of Avian Influenza for the last five years are as under:

Further, sporadic occurrence of

S.No	Year	No of outbreaks
1	2021	118
2	2022	22
3	2023	15
4	2024	49
5	2025 (till 24th July 2025)	41

Avian Influenza has been observed in atypical hosts such as tiger, lion, leopard, jungle cat and domestic cat.

The steps taken for strengthening surveillance and developing predictive system for early warning steps and to prevent and control Avian Influenza (Bird Flu) are as under:

I. The National Action Plan for Prevention, Control and Containment of Avian Influenza (Revised 2021) has been formulated which provides comprehensive guidelines for preparedness, identification and notification of affected areas, culling operations, movement restrictions, implementation of biosecurity measures, active surveillance in poultry farms backyard poultry and live bird markets (LBMs), migratory bird habitats, along with post-operation surveillance protocols.

ii. Advisories have been issued to all States/UTs to enhance preparedness ahead of the winter migratory bird season including strengthening surveillance in high-risk areas in coordination with wildlife and health authorities under the One Health, enforcing biosecurity protocols in poultry farms, restricting movement and formation of Rapid Response Teams (RRTs).

iii. Poultry Disease Action Plan, 2024 has been developed with aim to build a resilient and disease free poultry sector including biosecurity guideline for backyard and commercial poultry farms.

iv. Under the component Assistance to States for Control of Animal Disease (ASCAD), of Livestock Health & Disease Control Program (LHDCP) States/UTs are financially supported on sharing basis for compensating affected poultry owners for the culling of birds. Financial support is also provided for establishment and strengthening of laboratories, research & innovation, capacity building and training/awareness on topics like Good Animal Husbandry Practices, biosecurity/sanitary measures, timely reporting of unusual mortality events etc.

v. A National Joint Outbreak Response Team (NJORT) comprising representatives from the Department of Animal Husbandry & Dairying, National Centre for Disease Control, Indian Council of Medical Research, and Indian Council of Agriculture Research has been constituted to investigate outbreaks and coordinated field investigations and support for control and containment operations.

vi. To ensure trade continuity amidst localized outbreaks, the Department is allowing formation of avian influenza disease free compartments for poultry products in line with WOAH guidelines.

vii. The use of Low Pathogenic Avian Influenza (H9N2) vaccine has been permitted using an indigenous seed strain, adding an additional tool to support disease prevention in the country.

viii. The National Animal Disease Referral Expert System (NADRES_v2) of ICAR-NIVEDI, has developed an early warning system powered by Artificial Intelligence to deliver 2 months' advance prediction of disease forecasting for advance preparedness and response.

This information was given by Union Minister of State, Ministry of Fisheries, Animal Husbandry and Dairying, Prof. S.P. Singh Baghel, in a written reply in Rajya Sabha on 30th July, 2025.

Poultry Planner and Dairy Planner Announce Official Media Partnership with ILDEX Indonesia 2025

e leading industry-specific publications catering to the poultry and dairy sectors, are proud to announce their official media partnership with ILDEX Indonesia 2025. This strategic collaboration will further strengthen the global presence of these premier publications while supporting the growth and innovation of the livestock, dairy, meat processing, and aquaculture industries in Indonesia and beyond.

ILDEX Indonesia 2025, one of the most anticipated international livestock, dairy, meat processing, and aquaculture exhibitions, will take place from September 17 to 19, 2025, at Jakarta International Expo, Indonesia. With a focus on industry advancements, cutting-edge technology, and networking opportunities, ILDEX Indonesia serves as a key platform for professionals, suppliers, and decision-makers from across the globe.

As an official media partner, Poultry Planner and Dairy Planner will have an exclusive stall at the event, providing a hub for industry professionals to engage, exchange insights, and explore the latest trends in the poultry and dairy sectors. This partnership marks a significant milestone in expanding the reach of these magazines, bringing valuable knowledge and business opportunities to stakeholders in the region.

A Strategic Collaboration for Industry Growth

The partnership between Poultry Planner, Dairy Planner, and ILDEX Indonesia 2025 reflects a shared commitment to fostering innovation, knowledge-sharing, and business development in the livestock and dairy industries. Through this collaboration, Poultry Planner and Dairy Planner will:

- **Offer In-Depth Coverage:** Providing comprehensive coverage of ILDEX Indonesia 2025, including exclusive interviews, panel discussions, and insights from industry leaders.
- **Facilitate Networking:** Engaging with exhibitors, attendees, and key stakeholders to foster meaningful business connections and knowledge exchange.
- **Showcase Innovations:** Highlighting the latest technological advancements and trends in the poultry and dairy sectors, offering a platform for businesses to showcase their products and solutions.
- **Host Interactive Sessions:** Organizing live discussions, presentations, and networking sessions at the event stall to encourage industry engagement.

About ILDEX Indonesia 2025

ILDEX Indonesia is recognized as one of the premier international trade exhibitions for the livestock and dairy industry. The event brings together global

industry leaders, investors, suppliers, and policymakers, providing a unique opportunity to explore market trends, business prospects, and innovative solutions shaping the future of the sector.

With a strong emphasis on emerging technologies, sustainability, and best practices, ILDEX Indonesia serves as a crucial meeting point for industry professionals seeking to expand their knowledge and business reach.

Commitment to Industry Excellence

Speaking about the partnership, Mayank Arya, Project Manager with Team of Poultry Planner and Dairy Planner, stated, "We are thrilled to join hands with ILDEX Indonesia 2025 as an official media partner. This collaboration aligns with our mission to provide industry professionals with valuable insights and updates, while also creating opportunities for knowledge exchange and business growth. With our presence at the event, we look forward to engaging with global leaders and driving impactful discussions on the future of poultry and dairy industries."

As part of the collaboration, Poultry Planner and Dairy Planner will also release special editions focused on ILDEX Indonesia 2025, featuring expert opinions, market trends, and exclusive insights into the evolving landscape of the poultry and dairy sectors.

Join Us at ILDEX Indonesia 2025

Poultry Planner and Dairy Planner invite industry stakeholders, business leaders, and professionals to visit their stall at ILDEX Indonesia 2025 to explore opportunities, discuss industry trends, and engage with thought leaders.

About Poultry Planner and Dairy Planner

Poultry Planner and Dairy Planner are leading publications dedicated to delivering in-depth analysis, market trends, and industry news in the poultry and dairy sectors. With a strong readership across India and international markets, these magazines serve as a vital resource for professionals looking to stay informed and ahead of industry developments.

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

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

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

Dr. Prakash Reddy emphasized that constant vigilance against LPAI, coupled with early detection, timely diagnosis, and strict biosecurity, is vital to minimize losses. He highlighted farm level biosecurity, disinfection, all-in/all-out systems, controlled movement, and proper litter management—as the foundation of poultry health, further supported by good management practices such as ventilation, stocking density, and nutrition. The discussion also covered major viral threats, with NDV (Genotype XIII) persisting as a serious challenge in India and IBV's diverse variants complicating protection, underscoring the need for regional surveillance and updated vaccination strategies.

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

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

The Poultry Expo (TPEX) 2025 Marked a Resounding Success in Its 3rd Edition

The Poultry Expo (TPEX) 2025 returned for its 3rd edition with remarkable energy, successfully bringing together the feed, pharmaceuticals, and equipment sectors under one roof. Held from **21–23 August 2025 at the India Expo Center & Mart, Greater Noida, Delhi-NCR,** the event once again reinforced its position as a leading platform for the poultry and livestock industry.

This year's edition witnessed **100+ exhibitors and sponsors**, represented some of the most influential names in the sector. With participation from over **20 countries,** the exhibition truly lived up to its global stature. The event also drewed **200+ VIP attendees** and more than **8,000 visitors**,

making it one of the most vibrant gatherings in the livestock exhibition space. In addition to the overwhelming footfall, the show received **extensive media coverage**, further amplifying its reach and impact across the industry.

Running concurrently with **The**




Dairy Expo and **The Aquaculture Expo**, TPEX created a unique ecosystem where the poultry, dairy, and aquaculture industries came together on a single platform. This tri-expo collaboration offered attendees and exhibitors a broader scope to explore opportunities, forge cross-sector partnerships, and engage with multiple segments of the livestock value chain.

One of the key highlights of the event was its role in providing an **unmatched platform for product launches.** Many companies took advantage of the expo to introduce their latest innovations in feed, veterinary pharmaceuticals, vaccines, equipment, and technology solutions. For businesses, it proved to be a golden opportunity to **enhance brand presence** and strengthen relationships with both existing and potential customers.

Visitors, on the other hand, found immense value in being able to **network with industry leaders, benchmark against competitors, and explore new markets.** The event also facilitated conversations on **emerging trends, sustainability, and technological advancements** that are shaping the future of the poultry sector. For many, the expo was not just about business, but also about knowledge sharing and discovering new perspectives that could guide future growth.

The presence of **international delegations** added further weight to the show, as it enabled Indian companies to connect with global buyers, investors, and partners. This created avenues for collaborations that extended beyond domestic boundaries, opening doors to exports, joint ventures, and technology transfers.

Organised by **Pixie Expomedia** and supported by leading industry bodies, **TPEX 2025** stood as a testament to the dynamic growth of the Indian poultry sector. The organisers ensured seamless execution, with a focus on creating a professional environment conducive to business discussions and meaningful engagements. The well-structured stalls, informative sessions, and networking opportunities received widespread appreciation from participants.

Attendees unanimously agreed that the expo had once again delivered on its promise of **being the ideal opportunity to engage with the fastest-growing segments of the livestock industry.** The 3rd edition not only celebrated the resilience and innovation of the poultry sector but also demonstrated how collaboration across allied industries can accelerate progress for all stakeholders involved.

As the curtains came down on TPEX 2025, the industry walked away with renewed enthusiasm, stronger connections, and a clearer vision for the future. The event proved to be more than just an exhibition—it was a true reflection of the evolving livestock landscape in India and beyond.


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Ventri Biologicals Pvt. Ltd. Continues Its Series Of Technical Seminars On The "VENGEM" LPAI (H9N2) Vaccine

"Glimpses of VENGEM launch meetings held across different parts of India."

Vengem Vaccine Seminars Drive Poultry Health Awareness In Karnataka

Awareness seminars on Vengem (LPAI-H9N2) inactivated vaccine were held in Bangalore and Bagalkot on 2nd May and 24th June 2025, attracting strong participation from poultry experts and industry leaders.

Dr. Prakash Reddy (DGM) shared impactful insights on Vengem's role in reducing losses from Low Pathogenic Avian Influenza, emphasizing the importance of preventive vaccination. Dr. N. Baburaj (DGM) further highlighted Ventri's updated vaccine range designed for effective and comprehensive disease control.

The events concluded with closing remarks from Mr. R.D. Lokesh (AGM), who thanked all attendees for their engagement and support. These seminars reflect Venworld's continued commitment to advancing poultry health through science-driven solutions.

Vengem Vaccine Seminars

Strengthen Poultry Health Focus In Rajasthan & Haryana

Vengem (LPAI-H9N2) vaccine awareness seminars were successfully held in Ajmer (Rajasthan) and in Jind, Panipat, and Karnal (Haryana) on 29th May, 25th, and 26th June, 2025. The events drew strong participation from poultry professionals and highlighted the need for effective disease control in layer farming.

Mr. Harjit Padda (DGM – Sales & Marketing) opened each session, underlining Venworld's commitment to science-led solutions. Dr. Namdeo Bulbule (AGM) presented key strategies for LPAI prevention, stressing the importance of timely vaccination with Vengem to protect flock health and farm profits.

Mr. Shashi Bhushan (AGM) concluded the seminars with a vote

of thanks, appreciating the active involvement of attendees and the efforts of the Venworld team.

These events reinforced Vengem's trusted role in LPAI protection and deepened its connection with the poultry community

Vengem LPAI Vaccine Awareness Meet Held In Maharashtra

A Vengem (LPAI-H9N2) vaccine awareness seminar was successfully held on 13th June, 2025, in Yermala (Maharashtra) drawing enthusiastic participation from poultry professionals and stakeholders.

Dr. H.G. Murade (DGM – Sales & Marketing) welcomed the audience and set the stage for the technical session. Dr. Namdeo Bulbule (AGM) delivered a focused presentation on effective disease control in layer farming, highlighting Vengem's role in enhancing immunity and minimizing losses from Low Pathogenic Avian Influenza (LPAI).

Mr. Ram Ghate (AGM) concluded the event with a vote of thanks, appreciating the participants' involvement and the Venworld team's efforts in organizing the seminar.

The event reaffirmed Vengem's growing trust as a dependable solution against LPAI challenges in the poultry industry.

CLFMA of India Sets Bold Agri-Export Agenda at 58th AGM & 66th National Symposium

Industry leaders unite to shape the roadmap for animal agriculture in India with a strong focus on agriculture exports

Two-day power meet in Hyderabad puts agri-exports, rural livelihoods, and global leadership on centre stage

Hyderabad, 23rd August 2025: The Compound Livestock Feed Manufacturers Association (CLFMA) of India successfully concluded its 58th Annual General Meeting (AGM) and 66th National Symposium on 22nd & 23rd August 2025 at the Taj Deccan, Banjara Hills, Hyderabad. Themed "Animal Agriculture in India – The Way Forward", the two-day event brought together policymakers, industry leaders, sector experts, and stakeholders to shape a unified roadmap for India's animal agriculture sector, with a strong emphasis on boosting agriculture exports.

The symposium highlighted the immense potential of India's poultry and aquaculture sectors, with the poultry industry growing at an impressive 8% annually, making it both one of the most affordable sources of protein and a vital contributor to rural income. Export opportunities in markets such as the UAE, Maldives, Bhutan, and Bahrain, along with 65% vertical integration, are enabling cleaner, healthier products and stronger global competitiveness. At the same time, challenges like avian influenza and rising kidney infections in states such as West Bengal, Assam, and Telangana pointed to the urgent need for better vaccination, stronger biosecurity, and greater R&D investments. Aquaculture discussions underlined the huge untapped domestic opportunity, with 76% of India's 1.4 billion population consuming non-vegetarian food and over 80% not meeting daily protein requirements, positioning the sector as critical for nutrition and economic growth. While rising US tariffs on shrimp exports pose challenges, they were reframed as opportunities to boost domestic demand, enhance farmer returns, and create value-added products for Indian consumers.

With government support through schemes like FIDF and PM-MKSSY, and by fostering stronger industry-government partnerships, both poultry and aquaculture are set to become more resilient, competitive, and future-ready.

While there are challenges, there's also an incredible amount of potential waiting to be unlocked. Whether it's poultry, dairy, fisheries, or aquaculture, the way forward lies in collaboration, innovation, and sustained effort. It lies in coming together — as farmers, industry leaders, policymakers, and academia — and working towards solutions that are practical, scalable, and sustainable.

Mr Divya Kumar Gulati, Chairman at CLFMA of India, said, "India is home to the world's largest livestock population and accounts for 13% of global milk production. The sector contributes 30.23% to agricultural GVA and 5.5% to the national economy, making it a cornerstone of national growth, rural prosperity, and nutritional security. Yet, this is only the beginning of our growth story. With the right policies, stronger cold-chain and processing infrastructure, and faster adoption of innovation, we can evolve from being the world's largest producer to one of its most influential exporters. CLFMA remains committed to working with all stakeholders to turn this vision into reality."

"We have also proposed the establishment of:

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

These strategic bodies will significantly enhance ease of doing business and boost the global competitiveness of the Indian poultry sector by ensuring:

- Access to raw materials at global price parity.
- A simplified regulatory framework for domestic and international trade.
- Market creation and diversification through government-to-government collaboration and coordinated branding strategies through FTA."

The symposium was graced by eminent dignitaries, including Prof. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries, Animal Husbandry & Dairying, and Ministry of Panchayati Raj, Government of India; Sri Vakiti Srihari, Hon'ble Minister for Animal Husbandry, Dairy Development & Fisheries, Sports and Youth Services; Sri Sabyasachi Ghosh, IAS, Special Chief Secretary, Government of Telangana; and Dr. Muthukumaraswamy B., Joint Secretary (NLM), Department of Animal Husbandry & Dairying.

The CLFMA delegation included:

- DY. Chairman Mr Sumit Sureka
- DY. Chairman Mr Naveen Pasuparthy
- DY. Chairman Mr Abhay Parnerkar
- DY. Chairman Mr Abhay Shah
- Hon. Secretary Mr Nissar F. Mohammed
- Treasurer Mr R. Ramkutty
- Convenor, Mr Vijay Bhandare

A special highlight of the event was the launch of the CLFMA Souvenir, encapsulating the association's achievements, sector insights, and future vision. The programme concluded with a networking dinner, live performance, and the

felicitation of sponsors, media representatives, guests, and invitees, marking a celebratory end to two days of engaging discussions and knowledge exchange.

About CLFMA of India:

Founded in June 1967 as The Compound Livestock Feed Manufacturers Association, CLFMA of India is the apex body for the country's livestock sector. It represents over 250 members across various sub-sectors, including feed manufacturing, poultry, dairy, aquaculture, animal nutrition, and veterinary services.

CLFMA is recognised by Central and State Governments, livestock farmers, government agencies, agricultural universities, veterinary colleges, and national research institutes. As the voice of the Indian livestock industry, CLFMA advocates for sustainable growth, industry standards, and policy development, contributing significantly to the advancement of the animal protein value chain in India and internationally. The theme "Animal Agriculture in India – The Way Forward" aims to highlight the path towards a future-ready livestock sector — one that embraces innovation, technology adoption, policy support, and responsible practices. This includes:

Strengthening value chains across dairy, poultry, fisheries, and small ruminants

Adoption of digital tools, genomics, precision nutrition, and climate-smart practices

Encouraging public-private partnerships, infrastructure investment, and scientific R&D

Empowering women and youth, promoting entrepreneurship, and ensuring inclusive growth










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CLFMA OF INDIA
ASSOCIATION OF LIVESTOCK INDUSTRY

Chairman's Monthly Round-Up

Dear CLFMA Members and Industry Colleagues,

Warm Greetings from CLFMA OF INDIA!

India's livestock sector remains a vital pillar of our nation's economic development, playing a crucial role in ensuring nutritional security, enhancing livelihoods, and empowering rural communities. At CLFMA OF INDIA, we are committed to driving sustainable and inclusive growth across the dairy, poultry, fisheries, and allied sectors.

Reflecting on July 2025, we are pleased to present key milestones, significant engagements, and collaborative efforts that have continued to propel CLFMA's mission forward.

CLFMA of India & Sri Lanka Livestock Meet | 01 – 02 July 2025:

CLFMA of India successfully collaborated with the Sri Lanka Veterinary Association (SLVA) and the World Poultry Science Association – Sri Lanka Branch (WPSA-SL) to strengthen bilateral ties and promote knowledge exchange in the livestock sector. The initiative aimed at building a long-term, amicable partnership between the livestock associations of both nations.

The event was graced by senior dignitaries including Dr. Palika Fernando, Additional Secretary (Livestock Development), Ministry of Agriculture, Livestock, Land and Irrigation, Government of Sri Lanka, and Dr. Sulakshana Jayawardana, Director General – Treasury, Ministry of Financial Planning and Economic Development, Government of Sri Lanka. Several eminent personalities from Sri Lanka's livestock sector also attended.

An informal coordination meeting was held on the evening of 01 July with select office bearers from SLVA and WPSA-SL, along with the CLFMA Sri Lanka coordination team. This was followed by a networking dinner, where ideas were exchanged, and strong personal and institutional bonds were formed. During the dinner, Mr. Divya Kumar Gulati, Chairman, CLFMA of India, extended a warm invitation to the Sri Lankan delegation for CLFMA's 58th Annual General Meeting and 66th National Symposium to be held in Hyderabad.

The formal proceedings commenced on 02 July with a welcome address by Mr. Divya Kumar Gulati, Chairman, CLFMA, who also shared an overview of CLFMA's ongoing initiatives and the collaborative opportunities in the sector. This was followed by introductions from other office bearers and a detailed presentation on CLFMA's activities by Colonel Vinay Kumar, Executive Director, CLFMA.

Dr. Palika Fernando expressed her appreciation for CLFMA's initiative and highlighted the significant opportunities that could arise through India–Sri Lanka collaboration in the livestock sector. Dr. Sulakshana Jayawardana emphasized the role the Sri Lankan government could play in fostering mutual growth and cooperation in the sector.

Dr. Ushan Pallegama, President, SLVA, briefed the attendees on SLVA's key initiatives and expressed a keen interest in collaborating with CLFMA. Dr. Mallawa Arachchi, President, WPSA–Sri Lanka Branch, also spoke about the way forward and the scope for joint growth between both associations.

The event concluded with the ceremonial felicitation of the guests by CLFMA office bearers, followed by a vote of thanks delivered by Mr. Nissar F. Mohammed, Honorary Secretary, CLFMA. The evening concluded with a formal dinner.

The CLFMA delegation included:

- Mr. Divya Kumar Gulati, Chairman
- Mr. Naveen Pasuparthy, Deputy Chairman
- Mr. Nissar F. Mohammed, Honorary Secretary
- Mr. R. Ramkutty, Treasurer
- Mr. Sameer Chotai, President –

East Zone

- Mr. Jaison John, International Liaison Committee Member
- Colonel Vinay Kumar, Executive Director

A special note of thanks to the Sri Lankan delegation for their enthusiastic participation and warm reception. The personal invitation was extended by the Chairman Mr. Divya Kumar Gulati and all Office Bearers for the 58th Annual General Meeting and 66th National Symposium, scheduled for 22nd & 23rd August 2025 at Hotel Taj Deccan, Road No. 1, Banjara Hills, Hyderabad – 500034, was well received and appreciated by the visiting dignitaries and officials.

Meeting with stakeholders in Delhi dated 21st July, 2025 as a follow up of North eastern conclave which was held on 23rd – 24th January, 2025 in Shillong, Meghalaya:

NER Stakeholders Meeting was held on at Chandralok Building, Department of Animal Husbandry, Ministry of Fisheries, Animal Husbandry and Dairying, which was chaired by Shri.Muthukumarawami B., Joint Secretary (NLM), on 21st July, 2025 at 3:00 pm. The meeting was attended by Dr. Sujit K. Dutta, Joint Commissioner (AH), by Dr. H. R. Khanna, Joint Commissioner (NLM) from the Government of India.

Various stakeholders present for the same viz. Venkateshwara Hatcheries, KPFBA and IB Group and on behalf of CLFMA OF INDIA, Col. Vinay Kumar, CLFMA Executive Director attended the meeting. The Meeting was a follow up meeting for the development of North Eastern Region, held in the month of January, Shillong Meghalaya, which was attended by Ministers from 8 states of North East.

The Joint Secretary emphasized that 10% of the Budget has been committed for development of North Eastern Region by every department. In view of the same, the investors with ample experience in livestock are required for a sustainable and continuous growth. The Joint Secretary also reiterated that various stakeholders should connect with state governments and Chief Secretaries of the respective states to iron out any teeth in problems.

Krishi Bhavan Visit on 23rd and 24th July, 2025

CLFMA Chairman Mr. Divya Kumar Gulati, CLFMA MC Member & convenor of the Symposium Mr. Vijay Bhandare along with CLFMA Executive Director Mr. Vinay Kumar visited Krishi Bhavan to personally welcome Prof. S. P. Singh Baghel, Hon'ble Minister of State for Fisheries, Animal Husbandry and Dairying and Minister of Panchayati Raj, Government of India & other Government Key Dignitaries in Department of Animal Husbandry and Dairying to the inaugural session of CLFMA's 58th AGM & 66th National Symposium on 22nd August 2025 in Hyderabad. His presence reaffirms the Ministry's commitment to advancing India's livestock, dairy, and fisheries sectors through dialogue, collaboration, and progressive policy.

Stay Connected with CLFMA-Media Relations:

We invite you to stay connected and updated on our activities, thought leadership, and industry initiatives by visiting our website and following us on social media:

Facebook – https://www.facebook.com/people/CLFMA-of-India/100068691455621/

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Instagram - https://www.instagram.com/clfma.ofindia

LinkedIn – https://www.linkedin.com/company/clfmaofindia

YouTube – https://www.youtube.com/@clfmaofindia6725

At CLFMA OF INDIA, we are steadfast in our commitment to fostering innovation, advancing best practices, and strengthening every link of the livestock value chain. Your unwavering trust and collaboration inspire us to work towards a vibrant and sustainable future for India's livestock sector.

Warm regards,
For **CLFMA OF INDIA**

Divya Kumar Gulati
Chairman

REACH US

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CONNECT WITH US

Animal Husbandry Department, SIDBI, and PHDCCI Complete Poultry Training in Bandipora

August 1, Srinagar (KNS): The PHD Chamber of Commerce and Industry-Kashmir (PHDCCI), in partnership with the Department of Animal Husbandry, Bandipora, and with assistance from the Small Industries Development Bank of India (SIDBI), successfully completed a three-day intensive training program on poultry entrepreneurship in Bandipora. This is a major step towards promoting sustainable livelihood opportunities and empowering youth. The project is being held for the second time after a successful training program in Kupwara.

At the program's conclusion, which was graced by Dr. Sheikh Muhammad Younis, Chief Animal Husbandry Officer, Bandipora, participants received diplomas in appreciation of their commitment to learning contemporary chicken farming methods.

Prominent professionals and leaders in the field attended the training, including: Dr Saim Qureshi, Poultry Extension Officer, Bandipora; Er. Syed Pervaiz Kaiser, Senior Consultant, Industries & Convenor, Industry Affairs (PHDCCI-K); Bilal Kawoosa, General Convenor, PHDCCI-K; Shahid Khan, Co-Convenor, Education & Skill Development, PHDCCI Kashmir; Er. Iqbal Fayaz Jan, Deputy Director, PHDCCI; Dr.

Dr. Khalid Hamid Bhat, Livestock Development Officer, Sumbal; Dr. Nasir Ahmad Buhroo, Technical Officer; and Abdul Gani Baba, Block Veterinary Officer (BVO), Bandipora. The program's goal was to give young people who were educated but unemployed practical skills and technical information about contemporary chicken farming so they could pursue it as a viable and sustainable source of income. Key topics of poultry management, such as breed selection, nutrition and feed management, biosecurity and disease control methods, market connections and entrepreneurship growth, government programs, and financial aid, were covered in interactive sessions with participants.

The huge response from young people in the area demonstrated how popular poultry business is becoming as a way to become financially independent. This program demonstrates the combined dedication of the Animal Husbandry Department, SIDBI, and PHDCCI to enhancing rural livelihoods, fostering entrepreneurship, and developing skills in Jammu & Kashmir.

The program's goal is to spark a new generation of agri-entrepreneurs in the area by filling up knowledge gaps and making resources and markets more accessible. To increase its influence even more, the third iteration of the program is planned to take place in the Ganderbal district. (KNS)

Brazil Has Been Exporting Chicken To The World For Fifty Years

Brazil officially exported chicken meat for the first time on August 1, 1975. It was the initial step on a prosperous journey that would eventually make Brazil the world's biggest supplier of this protein years later.

Kuwait, which is still one of the top importers of Brazilian chicken meat, was the first stop. Brazil is now the world's largest exporter of halal

chicken, shipping over 2 million metric tonnes (MT) a year.

Brazil has shipped around 100 million metric tonnes of chicken to more than 150 countries worldwide over the years. China, the United Arab Emirates, Japan, Saudi Arabia, and the European Union are among the most popular travel destinations at the moment. According to the 2024 Annual Report of the Brazilian Animal Protein Association (ABPA), exports have more than doubled since 2014, rising from 4.099 million MT in 2014 to 9.928 million MT in 2024.

About 74.45% of chicken exported is in the form of cuts, 20.22% is in the form of whole chicken, and the remainder is industrialised and salted chicken. With 212,533 MT in 2024, Mexico is the biggest importer in the Americas.

According to the American Bar Association, all of this is a reflection of "the international recognition of the quality, health safety, and compliance with international standards of Brazilian production." It must be acknowledged, however, that poultry producers collaborate closely with initiatives created in collaboration with the Brazilian Trade and Investment Promotion Agency (ApexBrasil). This has played a significant role in strengthening Brazil's reputation as a trustworthy supplier. Together, they engage in trade promotion, strategic image positioning, international fair participation, and building connections with participants throughout the world. In order to gain or consolidate new markets, they have created global brands like "Brazilian Breeders" and "Brazilian Chicken."

The ABPA has good contacts with the media. It is open to supplying information and invites you to contribute. Many of these invitations have been extended to me personally.

"Celebrating 50 years since this first shipment is a testament to the resilience of a chain that has developed on the foundation of science, industry-agriculture integration, a dedication to food safety, and, most importantly, the confidence of global markets." Thousands of producers, cooperatives, and businesses have contributed to this history by seeing Brazil's potential, according to ABPA President Ricardo Santin.

Brazil has Been the World's largest Exporter of Chicken for 50 years

According to a recent market report from the Brazilian Animal Protein Association (ABPA), Brazil began a trajectory that would position the nation as the world's largest exporter of chicken meat exactly 50 years ago, on August 1, 1975, when it made its first official shipment of the protein to the international market. Kuwait, a Middle Eastern nation that continues to be one of the biggest consumers of Brazilian chicken, was the destination of that initial consignment. The innovative export contributed to the development of enduring trust with Islamic markets, particularly those in the Gulf, which have since grown to be important allies of the Brazilian chicken sector.

Brazil has exported around 100 million tonnes of chicken meat to more than 150 countries during the last 50 years. Exports exceeded 4.9 million tonnes in 2024 alone, bringing in about US$10 billion. China, the United Arab Emirates, Japan, Saudi Arabia, and the European Union are currently Brazil's top markets, demonstrating the international acceptance of the country's food safety and quality standards.

Halal goods targeted to Muslims make up a sizable amount of these exports. Brazil is the world's largest supplier of halal chicken, shipping about 2 million tonnes a year. To adhere to stringent religious, health, and traceability regulations, the industry collaborates closely with certification organisations, religious authorities, and commercial partners.

"The 50th anniversary of this first shipment is a celebration of the strength of a chain that has developed on the foundation of science, farm-industry integration, a dedication to food safety, and, most importantly, the confidence of

global markets," said ABPA President Ricardo Santin.

"Thousands of producers, cooperatives, and businesses who saw Brazil's potential built this history." Santin also gave credit to sectoral initiatives created in collaboration with ApexBrasil, the Brazilian Trade and Investment Promotion Agency, for enhancing Brazil's reputation as a dependable food supplier. Diversification and consistent export growth have been aided by trade promotion initiatives, participation in international trade shows, and the development of strategic alliances.

Cairo Poultry Company Reports US$34.73 Million in first-half 2025 profits

The increase in profit coincided with an increase in consolidated revenues, which rose to US$165.52 million (EGP 7.882 billion) in the first six months of 2025, up from US$142.78 million (EGP 6.799 billion) in the same period of 2024.

Basic and diluted earnings per share also increased, rising from US$0.05 (EGP 2.34) in the first half of 2024 to US$0.07 (EGP 3.46) in the current fiscal year.

However, the company's standalone results indicated a different pattern, with net profit after tax falling to US$0.71 million (EGP 33.9 million) from US$2.02 million (EGP 96.15 million) the year before.

Standalone revenues fell to US$14.53 million (EGP 692.10 million) from US$16.17 million (EGP 769.84 million) in the first half of 2024. Cairo Poultry is a vertically integrated food manufacturer that manages the entire supply chain, from breeding stock to processing.

The company's operations span the entire chicken production cycle, from grandparents and parent stock to hatcheries, grill production and processing plants.

It sells a wide variety of chilled, frozen, and value-added chicken products to Egypt's retail and institutional markets under the trademarks Koki and Koki Gold. The company continues to be a prominent player in Egypt's domestic poultry sector, which has been experiencing challenging years with shifting feed, energy, and other input costs affecting regional production economics.

Chile and Saudi Arabia relax Import Restrictions on Poultry from Brazil

According to Reuters, which cited an Agriculture Ministry letter released on Thursday as its source, Saudi Arabia has lifted a prohibition on the importation of chicken from Rio Grande do Sul, the southernmost state in Brazil, where a commercial poultry farm reported a bird flu outbreak in May. A secondary document provided from Chile to Brazilian authorities states that Chile, which had also placed trade restrictions following the outbreak, has consented to start purchasing Brazilian poultry goods made after August 9.

The paper, released Thursday after Chilean officials visited Brazil last week, states that Chile will be open to importing Brazilian viable eggs, one-day chicks, fresh chicken, and processed goods. The document also states that Newcastle disease, a highly contagious viral disease that affects birds like avian flu, is not present in Rio Grande do Sul state, according to Chilean officials. At a press conference earlier in the day, officials at the Brazilian food producer BRF praised the lifting of Chile's trade restrictions and the lifting of Saudi Arabia's prohibition.

Although BRF's second-quarter earnings were impressive, managers noted that the

company's poultry exports and quarterly profits were impacted by trade restrictions. Following the nation's first bird flu epidemic on a commercial farm, several regional and national trade restrictions were progressively relaxed for Brazilian enterprises. China and other major food exporters have stopped purchasing Brazilian poultry.

Demand For chicken is Raised by GLP-1 Medications and the MAHA Movement

According to Nick Fereday, executive director of Rabobank's research department, the combination of anti-obesity drugs and changing food policies may greatly increase protein consumption in 2025, opening up new markets for grill makers. Fereday described two revolutionary phenomena that are changing the food scene in the United States at the 2025 Chicken Marketing Summit: the growing influence of the Make America Healthy Again (MAHA) movement on food policy and the widespread use of GLP-1 weight reduction medications.

An estimated 8-10% of U.S. adults, or around 20-25 million people, are now using GLP-1 medicines for weight loss, greatly exceeding earlier projections of 1-2% uptake by 2030. These medications reduce calorie intake while encouraging customers to choose better foods, including more protein. "People on these drugs are eating less, but they're also eating differently," she said. "They're moving away from highly processed foods towards more natural alternatives, and they're supplementing their diets with more protein to preserve lean muscle mass during weight loss."

The market expanded rapidly after the Food and Drug Administration (FDA) designated these pharmaceuticals as a shortage, allowing compound pharmacies to create generic copies at considerably lower prices. Simultaneously, the MAHA movement is generating unprecedented legislative action, with over 100 legislation in 35 states pushing "food as medicine" policies. The movement's emphasis on natural foods and condemnation of ultra-processed goods is consistent with the dietary changes seen among GLP-1 users.

An already robust trajectory of protein demand is being strengthened by these factors. According to recent estimations, the amount of chicken consumed per person surpassed 213 pounds, and increase is expected to continue through 2027. According to surveys, two-thirds of American adults prefer animal sources of protein, and 70% of them are looking for more.

Fereday sees a lot of potential for poultry farmers to create goods that appeal to consumers who are health-conscious and affected by MAHA regulations as well as GLP-1 drugs. Fereday came to the conclusion that "both trends point towards more protein consumption," "The question for the industry is how to position products to capture this growing demand while navigating the evolving regulatory landscape."

On July 27–29, 2026, the Innisbrook Resort in Palm Harbour, Florida, will host the 2026 Chicken Marketing Summit. The Chicken Marketing Summit examines problems and developments in food marketing as well as consumer patterns of chicken consumption and purchase behaviour, catering to a distinct segment of the chicken supply chain.

Tamil Nadu: Exports of Namakkal Eggs Show Remarkable Rise

Namakkal, a poultry powerhouse, has achieved amazing success in

egg exports, smashing previous records year after year. The 'egg city' of India shipped 11.36 crore eggs as of June this year, indicating tremendous development. The total number of eggs produced last year was 6.55 crore.

Given that consumption often rises throughout the winter, egg exports are predicted to hit record levels with five months remaining. Positively, the poultry centre is steadily growing into a major player in the export of eggs worldwide, which is a huge success. The poultry farmers in this area have long been investigating the prospect of connecting with customers throughout the world. Interestingly, one c was recently exported.

In two more weeks, another shipment of 20 lakh eggs from Namakkal should arrive in the US. This year, egg exports have surged by 50% Tamil Nadu Egg Poultry Farmers Marketing Society President "Vangili" Subramaniam remarked.

Egg exports experienced slight fluctuations prior to the COVID-19 pandemic, but in 2022 they began to see a remarkable surge. Exports of eggs totalled 2.99 crore in 2015, 2.48 crore in 2016, 2.32 crore in 2017, and 2.18 crore in 2018, according to data from the National Egg Coordination Committee (NECC).

The chicken industry experienced a crisis during the pandemic, with exports plummeting to 1.44 crore in 2019 and then to 79 lakhs in 2020 before increasing to 1.43 crore in 2021. With 3.03 crore in 2022, 5.68 crore in 2023, and 6.55 crore in 2024, the rising phase began the following year. From 6.56 lakh in January to 7.22 lakh in February, 9.77 lakh in March, and 14.45 lakh in June, this year's monthly egg exports likewise showed a consistent increase.Even though the export situation looks favourable right now, the poultry farmers think that by promoting their produce and with government help, they may achieve great things.

Following an increase in exports, production is expected to rise further as new chicken farms open in Namakkal.

"By next year, production might climb by another 50 lakh eggs. Production has climbed from five crore eggs per day during the epidemic to 7.5 crore eggs presently, with more growth expected in the following months. Vangili stated that the number of poultry farms has expanded by 30% over the years due to the admission of various small-scale farmers into the sector.

Currently, the Namakkal region has over 1,200 chicken farms. Eggs from Namakkal are sold to the United States, Oman, Dubai, and other Middle Eastern countries.

Farmers in the UK Are Urged to Purchase Avian Influenza Insurance

Earlier this year, insurance provider NFU Mutual reopened its offer for new avian influenza insurance plans after working with the NFU. As the peak danger time approaches, the NFU has been collaborating with NFU Mutual to find a solution for poultry producers who may not have any insurance against avian influenza. Members who want to purchase an insurance with NFU Mutual, one of the few insurers in the UK still providing avian influenza coverage, should move quickly because the application period ends on September 1.

"For the first time in three years, NFU Mutual reopened general new business outside our scheme last April in order to maintain the sustainability and viability of our avian influenza insurance offering," stated Adam Williams, animal disease portfolio manager for NFU Mutual. Subject to epidemic developments, the book has since reopened for 2025 and is set to close once more on September 1,

2025, ahead of the high-risk period.

James Mottershead, chair of the NFU Poultry Board, emphasised the significance of insurance that protects against losses resulting from outbreaks of avian influenza. "For poultry producers, we are now entering a critical period," he stated. Therefore, it is crucial to make sure that you have enough insurance coverage and protection as the risk of avian influenza increases. For guidance and assistance, impacted producers should get in touch with NFU CallFirst.

RSPCA Assured stated that although recent outbreaks of highly pathogenic avian influenza were concerning, the organisation was advising and assisting producers. Members may be able to select other choices in place of an in-person assessment, desk visit, or virtual visit in some situations, such as when there is a mandatory housing order in effect or a farm is located within a 10 km or 3 km avian influenza control zone.

"Sadly, increased avian influenza outbreaks have become a new reality, and we understand how stressful and worrying this is for our members," says Allan Pearson, RSPCA Assured's manager of farming and technical engagement. In order to guarantee that members adhere to the RSPCA welfare standards during an outbreak, our farming and engagement technical team is always available to provide counsel and helpful direction. We are dedicated to helping farmers get through these difficult times. Any RSPCA Assured member with questions or concerns regarding avian influenza is welcome to contact us, and we will be pleased to assist them.

FRANCOIS BAIRD: US Set To Seize On South African poultry Sector

The government is feeding SA's chickens to eagles flying in from the US. Not for the first time, the country's chicken industry is being sacrificed to win a trade agreement with the United States. Worse, it is taking place without any consultation with the sector about the specifics or implications of what it is proposing, as well as potential alternatives. There is still no trade agreement in place, and little is known about what South Africa is offering. However, as it strives to avoid the 30% tariffs on all South African exports that President Donald Trump has threatened, the government is hinting at another blow to the country's chicken industry.

Parks Tau, the minister of commerce, industry, and competition, provided little information in his remarks. Outlining what SA has suggested — so far without a response from the US — Tau stated that the government had provided enhanced access to SA markets for US poultry producers. It would be accomplished "by (the) simplifying of US poultry exports under the 2016 tariff rate quota [to] unlock about $91m in trade" . What this means is anyone's guess; the only certainty is that, like in 2015, the poultry business will once again be compelled to suffer for the sake of a trade agreement.

Negotiations in 2015, when the US insisted that SA remove large quantities of US chicken from the anti-dumping charges that should apply under World Trade Organisation (WTO) standards, led to the 2016 quota Tau seeks to "simplify." The continuation of South Africa's benefits under the African Growth & Opportunity Act (Agoa) depended on this.

As a result, the annual limit increased to 72,000 tonnes last year from 65,000 tonnes in 2016. US farmers could send their chicken offcuts to SA at any price they wanted, and the country could do nothing about it unless the limit was exceeded. In fact, it was a licence to dump chicken in this country. Early on, the quota was surpassed, reaching around 83,000 tonnes in 2019, but as bird flu spread throughout the nation, US

shipments fell precipitously. U.S. negotiators expect the flow to restart, as seen by their renewed demand for duty-free chicken exports.

The US chicken quota was linked to the Agoa accord, which is also in jeopardy, which was a pain. The chicken quota disappears if South African firms lose their advantageous access to US markets under the US Agoa Act, which is up for renewal this year. The quota should no longer be in effect because SA's steel, automotive, and fruit industries have already lost out on those benefits due to tariffs that already range from 10% to 25%. Poultry producers have requested that the quota be revoked, but their request has been denied thus far.

In order to compete with the well-liked packets of locally manufactured individually quick frozen (IQF) chicken parts, Tau now wants to make it even simpler for US poultry suppliers to dump their chicken here. Jobs and poultry producers in South Africa will be in jeopardy. This goes against the spirit and goals of the poultry master plan, which Tau is responsible for reviving, in addition to further violating international trade regulations. In order to fulfil the growing demand from both domestic and international markets, the master plan intends to raise local production, create jobs, and safeguard the South African poultry industry from unfairly priced imports.

The poultry sector committed almost R1.5 billion to boost production in the first part of the agreement, which was inked in 2019. Regretfully, some of that additional capacity has remained unused as a result of the government's failure to participate, especially when it came to boosting export markets and domestic consumption. Tau ought to be doing that rather than acquiescing to US demands that they be exempt from anti-dumping duties. He is obviously under tremendous pressure to present the Trump administration with a proposal that will exempt all of South Africa's exports to the US from 30% tariffs.

Heavy antibiotic usage in chickens Risks food safety and health, according to a Study

93% of the 340 commercial chicken farms in seven areas that were the subject of the study, which was published on Nature.com, employed antibiotics during production. Compared to egg-laying farms (41.3%), usage was substantially higher in broiler farms (78%) and Sonali farms (67.2%).

"Meat-type farms, particularly broilers, were three times more likely to show poor antimicrobial practices than layer farms," according to the research. Despite shorter production cycles, it was observed that broiler farmers frequently gave various medicament classes.

The investigation discovered widespread use of medications categorised as "Highest Priority Critically Important Antimicrobials" for human health by the World Health Organisation (WHO). Tetracyclines and sulfonamides were utilised in almost half of the farms, followed by fluoroquinolones. Approximately 4% of farms continued to use colistin, a human last-resort medication, in spite of WHO recommendations to limit its use.

Nearly half of farmers gave antibiotics to day-old chicks, and over one-third stated they used them to prevent disease.

Antimicrobial resistance (AMR) was unknown to only one-third of farmers, and many of them sought advice from feed or medicine dealers rather than veterinarians. Only 22% regularly consulted a veterinarian, and almost one-third never did. The study also indicated that farmers with over a decade of experience were more likely to abuse antibiotics than newer farmers, suggesting antiquated methods remain in the sector.

Researchers cautioned that the public's health and consumers are at risk due to the indiscriminate use of antibiotics, which is contributing to the increase in multidrug-resistant bacteria in poultry, farm sewage, and even among chicken handlers. According to the study, antimicrobial residues in meat products may also be harmful to human health.

"Without urgent intervention, the misuse of antibiotics in meat-type chicken farms risks accelerating resistance and undermining both animal and human health," the research found.

High-Quality Government Poultry Farms in the Ri-Bhoi district: Panel

Shillong: State-run poultry farms in the Ri-Bhoi district were deemed to be of "high quality," on par with their private sector counterparts, by the Committee on Government Assurances during an inspection on Monday.

MLA Renikton Lyngdoh Tongkhar, the head of the committee, oversaw the inspection, which included stops at the Government chicken Farm in Kyrdemkulai, the RNB Cement Plant Ltd., and the chicken feed manufacturing facility in the Umiam Industrial Area. "The quality and standards maintained at the Government Poultry Farm are commendable and on a par with private farms," Tongkhar said. By providing training to young people, especially those who are unable to obtain government positions, he highlighted the farm's potential to cultivate new farmers and entrepreneurs.

The committee recommended the department of animal husbandry and veterinary to think about expanding the farm to meet increasing demand and provide more employment possibilities, pointing out the substantial demand and opportunities in farming. Along with representatives from the assembly secretariat and the animal husbandry department, MLAs Celestine Lyngdoh, Matthew B. Kurbah, and Ollan Singh Suin attended the inspection.

HKFoods: Beef Shortage led to Increased Poultry Consumption.

HKFoods CEO Juha Ruohola stated that a lack of beef resulted in a larger move towards poultry in the second quarter of 2025. In its half-year financial report, the Finland-based company stated that retail sales increased, thanks in part to rising demand for chicken products. Demand for chicken for export increased as the company received clearance to sell poultry to China, as previously disclosed.

On a year-over-year basis, HKFoods' net sales for the quarter decreased by EUR8.9 million (US$10.4 million) to EUR245.7 million, despite the encouraging developments regarding poultry. According to Ruohola, the April labour dispute and the food sector strike had a negative impact on HKFoods, affecting the company's facilities in Forssa, Mikkeli, and Vantaa. He made no mention of the

strike's impact on the Rauma poultry processing factory. According to the firm, that strike "caused a pig backlog at the company's contract farms, significantly affected the availability of the company's products, and resulted in additional costs for HKFoods during the review period." Easter and May Day, which Ruohola defined as "important seasons for the company," were when the deficit occurred.

He added that cooler weather in the early summer had an impact on sales of HKFoods' summer BBQ items. According to the WATTPoultry.com Top Poultry Companies Database, HKFoods produces broilers, turkeys, and ducks. Over the last year, the firm has produced 95 million broilers.

In the Second Quarter, Maple Leaf Foods' Poultry Sales Increased By 8.5%.

With second-quarter chicken sales up 8.5% year over year, Maple Leaf Foods is seeing encouraging trends in its poultry sector. Additionally, sales of poultry have increased by 7.3% so far this year.

The Canadian business released its financial results for the quarter that ended on June 30 on August 7. "Poultry had a really good quarter. During the second quarter results call, Maple Leaf Foods President and CEO Curtis Frank stated, "We had branded sales growth and market share expansion."

"The Maple Leaf Prime brand saw substantial growth. The Mina brand aided with expansion. Both the retail and restaurant channels saw growth, and the London, Ontario, poultry facility is undoubtedly making a contribution that we are happy and proud of. All things considered, the chicken industry is quite constructive and positive. Frank praised Mina as the top halal poultry brand in Canada and corporate brand Maple Leaf Prime as the top fresh poultry brand in the nation.

As a result of growing consumer demand, accelerated brand awareness, and expansion into the fresh poultry, packaged meats, and frozen foods categories, Mina has achieved a five-year compound annual sales growth rate of 23%.

"This quarter, Mina delivered double-digit sales growth, supported by the Halal Monitoring Authority certification and rooted in authenticity," Frank said. Frank acknowledged that its sales of raised without antibiotics (RWA) poultry did not meet company management' expectations, notwithstanding those triumphs.

In response to an analyst's question about whether the RWA sales trend was due to "weaker" consumers, Frank said he believed it to be so. He says the latest numbers do not "reflect the potential of the RWA and sustainable needs portfolio within poultry," but he is still upbeat about the state of RWA poultry.

India is on High Alert After 41 Bird Flu Outbreaks In 10 States This Year

With 41 outbreaks reported in poultry across 10 states this year, India is facing a serious wave of avian influenza, also known as bird flu, the government warned in Parliament on Wednesday. It also stated that it is actively putting a national action plan into motion to stop the spread of the disease.

In a written response to a question in the Rajya Sabha, Union Minister of State for Fisheries, Animal Husbandry, and Dairy S.P. Singh Baghel stated that as of July 24, the impacted states were Maharashtra, Chhattisgarh, Jharkhand, Andhra Pradesh, Madhya Pradesh, Telangana, Karnataka, Bihar, Uttar Pradesh, and Odisha.

Although there have been fewer bird flu outbreaks this year than the 118 that were reported in 2021, the minister stated that the ongoing existence of the extremely

contagious virus is a serious issue.

He claimed that isolated instances of the flu in uncommon virus hosts, including tigers, lions, leopards, jungle cats, and domestic cats, demonstrate the virus's capacity to transcend species boundaries and have made matters more difficult.

India's chicken industry, which is essential to food security and rural livelihoods, is in danger due to the spread of bird flu. These epidemics result in extensive culling efforts, which cost farmers a lot of money and may have an impact on the availability and cost of poultry products.

Furthermore, even though viral flu seldom spreads from person to person, any mutation in the virus that makes it easier for it to spread among people and cause a pandemic is always a public health worry.

The government's "One Health" strategy, which acknowledges the interdependence of human, animal, and environmental health, is highlighted by the discovery of bird flu in other animal species. According to the minister, this discovery makes disease control more difficult.

The minister responded by stating that India is actively carrying out its National Action Plan for Prevention, Control, and Containment of Avian Influenza (Revised 2021).

Preparation steps, precise identification and communication of impacted areas, humane culling practices, bird movement limitations, tight biosecurity procedures, and active surveillance in natural wetlands, markets, and poultry farms are all outlined in this framework.

According to the minister, the federal government is also giving states financial support to set up cutting-edge labs, increase local disease control capabilities, and compensate poultry owners whose assets are impacted by bird flu.

KVK Srinagar Presents a Session on sustainable backyard chicken production under the IFS paradigm.

August 1, Srinagar: Krishi Vigyan Kendra (KVK) Srinagar held a one-day workshop on sustainable backyard poultry raising on its campus today in an effort to improve livelihood and nutritional security for small and marginal farmers and to fortify the

Integrated raising System (IFS).

Prof. R.H. Kanth, Director of Extension at SKUAST-K, served as the workshop's chief guest, while Prof. S.A. Simnani was the honoured guest. During the event, resource individuals included a subject specialist, representatives from the Department of Animal Husbandry and Poultry Development, and scientists from the Kendra.

In order to maintain rural economic stability, Prof. Raihana emphasised in her farewell speech the significance of resurrecting traditional IFS techniques. She promoted the inclusion of beekeeping, mushroom farming, duckery, and backyard chicken as profitable economic ventures for small-scale farmers.

Prof. Simnani, Head of KVK Srinagar, welcomed the attendees and described the outreach programs the Kendra has in place to bring agricultural technology right to farmers' doorsteps. He underlined how young people may help make agriculture a sustainable and commercially appealing industry.

Dr. Ishtiyak Mir, the workshop coordinator, gave a thorough lecture on entrepreneurship tactics, disease control, and scientific poultry husbandry. He emphasised how ecologically sound, low-input methods can improve rural livelihoods while reducing environmental damage.

Farmers, business owners, and other stakeholders enthusiastically participated in the event, praising the initiative's emphasis on rural self-reliance and skill development. Prof. Kanth supplied Keystone poultry birds to a limited group of rearers under the FLD cum TSP-ICAR scheme as part of the initiative.

Additionally, Prof. Kanth emphasised the importance of peri-urban agriculture in the agro-ecological context of the area and asked KVK scientists to concentrate on its potential. While Dr. Showket discussed switching to biopesticides, Dr. Aasima advocated for a move towards natural farming in response to deteriorating soil quality and health risks.

Doctor Asima Rafiq moderated the program and helped participants and specialists communicate. Dr. Haseeb-ur-Rehman gave a vote of appreciation at the end of the event, recognising the speakers' and attendees' contributions.

Meat and Gasoline Prices Touched A Two-year High Globally

According to Reuters, which cited the UN Food and Agriculture Organisation, the price of food commodities increased in July to their highest level in more than two years as record levels for meat and a spike in vegetable oils balanced declining costs for wheat, dairy, and sugar. According to the FAO, the Food Price Index, a global standard for food product prices, averaged 130.1 points in July, up 1.6% from June. Although the index was 18.8% below its peak in March 2022, which followed Russia's full-scale invasion of Ukraine, that was the highest level since February 2023.

Strong import demand from China and the US drove up the price of beef and sheep meat, according to the FAO, which reported that its meat price index reached a new all-time high of 127.3 points, up 1.2% from its previous top in June.

After drought caused the domestic cow herd to diminish, US beef imports have increased. Although an official investigation into imported beef has cast doubt on Chinese demand, China transported record volumes of beef last year due to the meat's rising popularity. Following the restart of imports of Brazilian chicken by key purchasers after Brazil recovered its avian influenza-free status after taking action against a first farm-level outbreak, poultry prices in other meat markets increased little.

Following the restart of imports of Brazilian chicken by key purchasers after Brazil recovered its avian influenza-free status after taking action against a first farm-level outbreak, poultry prices in other meat markets increased little. However, the FAO said that decreasing demand, especially in the EU, and enough supply caused pig meat prices to fall.

The vegetable oil index of the agency jumped to 166.8 points, the highest level in three years and a 7.1% month-over-month increase. Although rapeseed oil prices decreased when new crop supplies arrived in Europe, the FAO stated that this increase was mostly driven by increased quotations for palm, soy, and sunflower oils as a result of tightening supplies and strong worldwide demand.

Due to seasonal supply pressure from Northern Hemisphere wheat harvests, FAO's benchmark grain price dropped to its lowest level in nearly five years. Due to strong export supplies and low import demand, its separate rice index fell 1.8% last month. For the first time since April 2024, dairy prices somewhat decreased, with continued increases in cheese being offset by drops in butter and milk powders.

Despite signs of a recovery in the demand for sugar imports worldwide, the FAO noted that its sugar price index declined for the fifth consecutive month due to projections of higher production in Brazil and India.

Online Meat Processing Courses Are Being Offered By UNL and Nebraska Technical College

On August 18, the Nebraska College of Technical Agriculture (NCTA) and the University of Nebraska-Lincoln (UNL) launched enrolment for a new online, self-paced program for anybody interested in pursuing a profession in meat processing.

A 2023 grant from the National Institute of Food and Agriculture of the US Department of Agriculture provided funding for the course "Prime Education: Introduction to Butchery and Meat Processing." The goal of the grant was to provide a training program for employees who process beef in Nebraska.

After the funding was awarded, NCTA, the grantee, collaborated with the private sector and UNL's Department of Animal Science to create an eight-part online curriculum.

One of the project's collaborators was Jordan Wicks, an assistant professor and UNL meat extension specialist. To create the program, she collaborated with academics, graduate students, and business leaders from all throughout the nation. Wicks had ten years of experience teaching students hands-on processing trainings, so she was familiar with meat processing curricula before moving to Nebraska.

"With a focus on safety, this program is based on what people need to know when they start in the meat processing industry," Wicks stated. "The ability to learn these fundamental concepts at your own pace and completely online

will result in a greater retention rate in the industry workforce and a much faster onboarding process for processors when hiring."

Students will gain knowledge of fresh meat production, processed meats, humane harvesting, sanitation and inspection, tools and equipment, safety, and product labelling and packaging during the course.

The subjects discussed are pertinent as introductory information for people in associated industry roles as well as those wishing to actively participate in the meat processing process. As a tool to learn about the range of job opportunities in the meat processing business, the course can be beneficial for high school teachers, advisers, and students.

According to Wicks, "the industry offers countless career opportunities that may not be on the processing floor on a daily basis." "There is a profession in the meat processing sector for everyone, regardless of their interests in engineering, research, product development, sales, or marketing. In order to assist you develop your professional path in the sector, this curriculum will teach you about its fundamentals.

During the August 18–25 enrolment period, UNL's website offers $50 registration, plus a $10 discount when you use the code HIUGVR at checkout. To obtain the digital badge approved by the Nebraska Association of Meat Processors (NAMP), the online course must be finished before December 19, 2025. According to UNL, students who finish the course will have the opportunity to participate in an extra, optional in-person training in 2026.

Opening of Trichy, Tamil Nadu's First Collaborative Cage-Free Training Facility in India

In Trichy, Tamil Nadu, India's first state-of-the-art, environmentally controlled cage-free poultry training facility was inaugurated, marking a revolutionary step towards improving animal welfare and sustainable farming. With crucial assistance from TANSIM (Tamil Nadu Startup and Innovation Mission), the People for Animals Public Policy Foundation (PFAPPF), Global Food Partners, Happy Hens Farms, and the Cage-Free Free-Range Poultry Producers Association collaborated to create this innovative centre.

Throughout India, the facility hopes to act as a focal point for training, research, and innovation in cage-free and free-range chicken production methods.

Following the inauguration, a Training of Trainers (ToT) program was held, which brought together prominent professionals and forward-thinking people dedicated to developing India's poultry industry. Sessions on cage-free housing systems, bird welfare, market integration, and best practices for farm management were led by trainers that included experts from the Global Food Partners, Dutch Poultry Institute, Certified Humane, and Big Dutchman, among others.

A wide range of people attended the three-day event, including independent business owners,

veterinarians from the Central Avian Research Institute (CARI), representatives from the Central Poultry Development Organisation (CPDO), and government officials from Gujarat, Uttar Pradesh, and Uttarakhand. Along with the changing national and international requirements for welfare-friendly farming, they jointly investigated the expanding market potential and demand for cage-free and free-range eggs in India.

According to Priyanka Bangari of the People for Animals Public Policy Foundation, "this centre represents a significant milestone in our journey to mainstream humane and sustainable poultry farming practices in India."

Our goal as Global Food Partners is to establish cage-free, high-welfare ecosystems in India and throughout Asia. We look forward to continued engagement with our partners of the Cage-free Poultry Training Facility to deliver technical expertise and training to egg producers and other important poultry stakeholders in India," said Parizad Baria, Producer Engagement Lead at Global Food Partners.

As a leader in the humane poultry industry, we are proud to have constructed India's first contemporary cage-free commercial layer house. Our goal is to raise India's humane and sustainable poultry industry to international standards. Manjunath Marappan, CEO of Happy Hens Farms, stated, "We are pleased to have teamed up with our farmer, Mathavan D, to make this a successful beginning for an exciting journey ahead."

"The expansion of humane, cage-free poultry farming in India is greatly aided by this facility. By means of workshops, start-up incubation, and Training of Trainers, we are constructing a knowledgeable and moral foundation for the sector. Supporting rural livelihoods while maintaining innovation, standardisation, certification, and compliance is our aim. Securing banking backing is the next milestone, and CFFRPPA is already making progress in that area," stated Mr. Ashok Kannan, CFFRPPA President.

The facility will keep holding frequent seminars, start-up incubation programs, and farmer training sessions, serving as a springboard for the nation's development of rural livelihoods and cage-free poultry production.

Poultry And Egg Tariffs Are Maintained Under The UK-India Trade Agreement.

Due to lesser animal welfare regulations in India than in the UK, laying hens are kept in bare battery cages, a farming method that has been outlawed in the UK since 20212.

However, as part of the agreement, the Indian government will cut the tariffs on whisky and gin in half, from 150% to 75%, and then further reduce them to 40% by year 10. Tariffs on lamb, chocolate, fish, and cookies are also covered.

In order to maintain high standards of protection for the health of humans, animals, and plants, the UK will also continue to have the regulatory autonomy to establish its own independent standards.

To make sure that the trade doesn't jeopardise UK production standards or permit the importation of lower-welfare meat, the National Farmers' Union has been actively pressing the government.

NFU President Tom Bradshaw praised the deal, claiming that ministers had heard the union's concerns. "By keeping the current levels of tariffs for imports of sugar, chicken, eggs, and port, ministers have obviously listened to our concerns about protecting our most vulnerable farming sectors and upholding the UK's production standards."

"Although it's been unsuccessful in increasing export opportunities for other products such as apples and oats – something we were asking for," he said, adding that it was a good thing that the government had been able to gain complete access to the Indian market for premium British lamb.

The main issue with this deal, he continued, is that our dairy goods have once again been liberalised. This is the third consecutive trade agreement with a significant dairy producer, and our dairy producers will not have any easier access to British cheeses and dairy products on the Indian market. Our government must give careful thought to the cumulative effects of trade agreements that provide us with ever-increasing access to our local food markets.

The world's compassion According to Farming, "we are pleased to see there won't be tariff reductions on pork, chicken, or egg imports to the UK," despite early worries about lower welfare imports. This implies that the cost of importing these

goods will remain high, discouraging imports that may otherwise undercut UK farmers on price and welfare.

Although he acknowledged the language on animal welfare was not as strong as it had been in the past, David Bowles, head of public affairs for the RSPCA, also praised the agreement. He asserted, however, that it does allow the UK to establish its own welfare standards and implement transparent labelling on the production process of a product.

Fowl play: SA's US-Related Concessions Seem needless Harakiri

Poultry farmers are complaining that the South African government is caving in to the United States at the price of food security and a sustainable domestic poultry business, and the tussle around trade relations between the US and South Africa has gotten worse.

By giving the US the power to set the health requirements for its poultry exports, the Department of Agriculture recently took the contentious decision to temporarily permit the US to impose and lift bans on its poultry shipments to South Africa. The decision has significant ramifications for our economic growth, the state of South Africa's domestic industry, and its sovereignty over agricultural standards. It is based on larger trade discussions and geopolitical influences.

This takes place in the background, while South African authorities presently forbid 27 American states from exporting poultry to the US due to the widespread, highly pathogenic avian influenza outbreak in the US and Europe.

Izaak Breitenbach, the chief executive of South African Poultry, notes that the situation is flipped when SA gives the US the authority to decide its own export regulations and disease status. Instead, SA has put Americans in a precarious position where they could put their own interests first and expose SA "to the very disease that cost the local poultry industry R9.5-billion and wiped out 30% of its long-living chicken flock in 2023" by allowing the US to "self-impose and self-lift" bird flu restrictions.

SA has historically allowed US imports while simultaneously enacting policies to safeguard domestic sectors, particularly under the African Growth Opportunities Act (Agoa).
Additionally, there are established procedures for disease surveillance and control that allow South African authorities to keep a close eye on both domestic and international disease threats. Import restrictions are promptly implemented or modified in the event of epidemics.
In order to improve the resilience of domestic poultry, the government also funds vaccination campaigns against viruses like H5N1.

Despite these steps, the local poultry industry has expressed worries about biosecurity and market fairness because the US's move to self-impose and withdraw export limits effectively circumvents some of SA's regulatory authority.

The strong US trade agenda under President Donald Trump's "America First" policy, which is working hard to finalise trade agreements with more than 180 nations in an effort to create markets for US agricultural products, exacerbates South Africa's predicament.

This has put pressure on South Africa to give in to US demands regarding the import of poultry, and as a result, the agriculture department temporarily granted the US permission to impose and remove restrictions on SA as part of a larger framework agreement meant to preserve good relations without increasing tariff retaliation or losing Agoa.
Unfortunately, both the sustainability of the South African poultry sector and the nation's general economic growth are severely harmed by this.

Allowing another country to decide the health safety of imported goods, on the other hand, may be interpreted as a loss of regulatory authority. This establishes a precedent that could be used by other trading partners. South Africa risks increasing its reliance on the US market while undermining a domestically important industry. The concern is that cheaper imports would flood the market, damaging local companies that cannot compete on price or scale.

While the agreement may unlock trade benefits in other sectors and maintain Agoa status, which allows access to US markets for other goods, many industry stakeholders warn that sacrificing farming standards is a short-term trade-off with potentially serious long-term consequences for food sovereignty and economic stability.

Despite the issues provided by its concession, South Africa has numerous options for mitigating the negative consequences and recalibrating its approach. First, South Africa should attempt to reclaim complete control over health and safety requirements for chicken imports by renegotiating conditions that restore the power of its Department of Agriculture and associated regulatory bodies.

This is critical to ensuring biosecurity and public health.

In addition, the country must aggressively incorporate the domestic poultry business, consumer groups, and scientific specialists in continuing trade negotiations. Such open methods will foster confidence and help create agreements that balance trade benefits with local sector sustainability. There is also the option of diversifying markets by strengthening trade ties with Africa, Asia, and the Middle East.

In order to become more competitive and less susceptible to lower-priced imports, the nation should also look into investing in biosecurity infrastructure, local value addition, and innovative farming methods. Lastly, SA should look for more all-encompassing trade and investment agreements with the US that incorporate advantages from other industries, making sure that concessions in one are balanced by gains in others.

Thai Poultry Industry Is Affected by a New Saudi Quality Regulation

Thai producers will need to get a new certification in order to continue having access to the Saudi Arabian market as a result of the country's strict new trade

regulations for imported poultry. 'Saudi G.A.P.' (Good Agricultural Practices) is the standard that seeks to guarantee food safety and sustainability across the supply chain.

In order to improve the kingdom's agricultural sector, the Ministry of Environment, Water, and Agriculture (MEWA) introduced the Saudi G.A.P. program in 2018. It focuses on improving farming methods, safeguarding the environment, and boosting customer faith in local goods.

The standard, which is currently being expanded to include imports, addresses everything from working conditions and recorded tracking systems to effective water use and pest management.

On August 14, 2024, the ministry received notification of the new regulation, according to Dr. Chaiwat Yothakol, Secretary-General of Thailand's National Bureau of Agricultural Commodity and Food Standards (ACFS). All Thai poultry products, including whole chickens, breasts, legs, and wings, will be subject to the rule. The ACFS has since engaged into bilateral talks with MEWA to prepare for compliance.

The Thai team has suggested that Thailand's Department of Livestock Development be given permission to conduct the evaluations and certifications on behalf of Saudi authorities. Rawinan Chamchalerm, Director of the ACFS Agricultural Commodity and Food Standards Policy Division, is leading the team. Riyadh is now reviewing the proposal, which would lessen the burden on Thai exports.

The "Naama" online registration system will be introduced by MEWA in August. This will enable poultry farms to directly apply for the Saudi G.A.P. certification if they want to export to Saudi Arabia. MEWA has approved an extension for 11 Thai poultry facilities that are already registered with the Saudi Food and Drug Authority (SFDA), which is good news for Thai exporters. Until March 2026, these plants are permitted to export goods from uncertified farms, providing them with a grace time to make sure their suppliers adhere to the new requirements.

The Demand For US Soybean Meal in Sri Lanka is Still Rising

In 2024, the United States shipped 277,111 tonnes of soybean meal to Sri Lanka, valued at approximately USD 127.93 million, according to the USDA Foreign Agricultural Service (FAS). In 2024, the United States shipped 277,111 tonnes of soybean meal to Sri Lanka, valued at approximately USD 127.93 million, according to the USDA Foreign Agricultural Service (FAS). Sri Lanka's expanding poultry sector and the demand for animal feed high in protein are the main drivers of the country's soybean meal demand.

Between 210,000 and 240,000 tonnes of soybean meal are needed annually in Sri Lanka for the preparation of animal feed for poultry, and this amount is rising

steadily. To fulfil the rising demand for animal feed, especially in the poultry industry, the nation is expected to import more soybean meal, according to Lal Kantha, Minister of Livestock, Land, and Irrigation. The growing need for diets high in protein in Sri Lanka and throughout South Asia is the main cause of this increase.

US farmers are predicted to produce 4.6 billion bushels of soybean for the 2024/25 harvest with supply projections up 11% over previous year, according to USDA. As the world's population grows to a projected 10 billion by the 2050s, US-grown soybeans can play an important part in feeding the world. US soybeans provide complete and critical nutrition to animals, including all nine essential amino acids required for a balanced diet. Soybean meal made from US soybeans has higher whole soybean quality, consistency, digestible amino acids, and calorie content.

The US Soybean Export Council (USSEC), formerly known as the Global Trade Exchange, will host its signature annual conference, Soy Connext 2025, at the Hilton Washington in Washington, DC, from August 20–22. In more than 80 countries worldwide, USSEC works to differentiate, increase consumer preference, and gain market access for US soybeans used in aquaculture, human consumption, and animal feed.

The council's members, which include US soybean producers, processors, commodity shippers, merchandisers, affiliated agribusinesses, and agricultural organisations, represent the soybean supply chain. In order to expand international markets and create connections between US agriculture and importers, USSEC collaborates with FAS and is supported by the USDA FAS matching funds, the US soybean checkoff, and industry.

The annual international conference for US soybean growers, buyers, sellers, and innovators is called Soy Connext. This year, over 700 global professionals are scheduled to attend the conference to examine industry insights, sustainable solutions, and better supply chains. Meetings with US soybean farmers in person, tours of US soybean farms, and presentations by prominent international business leaders, analysts, and specialists are all part of the event, which aims to give customers a competitive edge.

The US intends to improve economic prosperity of rural America and establish a more stable footing for US soybean exports. As USSEC works to stand out and create a preference for US soybeans in a fiercely competitive market, this endeavour is essential. In addition to their robust local markets, US soybeans are a major exporter to many regions of the world, which is vital given the enormous increase in global consumer demand for protein each year.

The J&K Government Deals With The Issue Of Rotting Meat And Confiscates About Four tonnes of Contaminated Mutton

The smelly bulk flow of decaying meat and poultry into the Kashmir valley, ostensibly for restaurants, is a problem for the J&K government. Locals protested after four tonnes

of decaying meat were either sealed or thrown in the meat-lovers' paradise in the last week.

The seizure of "unhygienic and unsafe" meat and poultry has increased during the last week, according to officials. According to the Food and Drug Administration's (FDA) statistics, 3,500 kg were disposed of after not meeting the requirements to be consumed. On August 2, the Food Safety Department confiscated 1,200 kilogrammes of bad meat from a cold storage facility located in Srinagar's Zakura Industrial Estate, sparking a valley-wide operation. According to official statistics, half of the 60,000 tonnes of mutton consumed in Kashmir each year is imported.

The confiscation of bad meat has raised concerns among customers and the business community, according to the Kashmir Chamber of Commerce and Industry (KCCI), a group of traders. Because people are afraid of eating tainted meat, less people are visiting Valley eateries. According to Khalid Jan, a steak vendor, "Khayam, the centre of steak vendors in Srinagar, has seen a 75% decline in customers."

The discovery is a potential public health emergency, according to the KCCI. Such tainted meat might have caused fatalities or widespread foodborne diseases. The absence of fundamental checks and balances in the execution of such high-risk operations is unacceptable, according to the KCCI.

According to the KCCI, the

confiscation of decaying meat was a betrayal of consumer confidence as well as a regulatory failure. "A transparent and time-bound investigation of the entire affair should be launched by the government. The KCCI stated that the results ought to be made public and that everyone involved—from those who handle the meat to those in charge of overseeing its entry and distribution—should be held accountable.

Nonetheless, the government is having difficulty controlling the amount of bad meat that is available to customers. On Friday, August 8, 2025, the Food Safety team, under the direction of the Assistant Commissioner, Food Safety in Anantnag, south Kashmir, retrieved about 400 kg of "unspecified frozen meat deemed unfit for human consumption and destroyed on the spot." "The 150 kg was confiscated for additional examination," a government representative stated. The government has established a toll-free helpline where customers may report issues with the meals they are receiving.

The chief cleric of Kashmir also addressed the issue in his Friday sermon in response to public protest about the increasing number of cases of decaying meats that the government had previously untangled. From different places in Kashmir, more than 3,500 kilogrammes of rotting, unlabelled, and potentially illegal meat were found. It is extremely unfair to provide folks haram or dangerous food. Such behaviour violates the law, the social compact, and divine commandments in addition to betraying the public trust. In the speech, Mirwaiz Umar Farooq stated that those responsible must be held completely responsible and strictly punished in accordance with the law right away.

He stated that no packaged meat should be sold in markets without a clear and required label, confirmed cold storage information, and halal certification, and that the government must act swiftly and firmly. A fatwa was also issued by Mufti Nasir-ul-Islam, the grand mufti of Kashmir. "It is improper to eat food that is prohibited or make money by selling things that are prohibited. According to the ordinance, people should refrain from eating momos and only buy kebabs, dressed chicken, and other meat items from reputable vendors.

The Shares Of a Poultry vaccine maker rises 12% following the announcement of Q1FY26 results!

On Friday, Hester Biosciences Limited's shares rose 12% to Rs 2,183.15 per share, up from Rs 1,949.95 per share the day before. The company's share volume increased by more than 55 times. The stock had a 52-week high of Rs 3,250 per share and a low of Rs 1,246.75 per share.

Hester Biosciences reported mixed, unaudited financial results for Q1 FY26. On a standalone basis, divisional product sales fell 14% and profit fell 7%. This was largely attributable to a 33% drop in sales within the Animal Healthcare Division, owing to delayed government immunisation campaigns for PPR and Lumpy Skin Disease, which are slated to begin in coming quarters. Despite this temporary setback, the division maintained consistent demand for therapeutic medicines and created alternative options to address previous regulatory issues. In contrast, the Poultry Healthcare Division experienced a 2% increase, owing to strong demand for essential vaccinations such as Newcastle Disease and Marek's Disease, as well as market adoption of innovative feed supplements and disinfectants.

On a consolidated basis, Hester's performance improved significantly, with divisional product sales increasing by 2% to Rs 84.09 crore and net profit rising by an impressive 131%. This combined growth was principally driven by a remarkable turnaround in Hester Africa's performance, which resulted in a net profit of Rs 5.50 crore, up from a loss of Rs 5 crore in Q1FY25, and was underpinned by stronger commercial execution.

Hester Nepal also contributed significantly, generating a net profit of Rs 1.92 crore. The company

anticipates future growth from corrected external factors, internal structural changes in sales, marketing, and R&D, and a continued emphasis on launching new products such as the Avian Influenza vaccine, product diversification in Animal Healthcare, and leveraging international infrastructure for long-term revenue and margin scaling.

Timor Leste Receives Dressed Chickens From Super Unggas Jaya

A recent export of 8.2 tonnes of frozen dressed chickens for USD 18,460 was sent to Timor Leste by Super Unggas Jaya, a poultry company based in Indonesia and a subsidiary of the CJ Group in South Korea. From the company's chicken processing facility in Kuningan, West Java, the dressed chickens were sent. Our second shipment to Timor Leste is this one. Director Joo Yong Bum stated that the first shipment was place in 2024.

The company intends to sell 50 tonnes of frozen dressed chicken to Timor Leste in the second half of this year, for a total value of USD 114,000. Agung Suganda, Director General of Livestock and Animal Health at the Ministry of Agriculture, praised Super Unggas Jaya's accomplishment in expanding the export market for Indonesia's chicken goods. "The export demonstrates that Indonesian chicken products are competitive in the global market and preferred by overseas consumers. As a result, we continue to encourage poultry producers to expand their markets into overseas nations," Mr. Suganda stated.

Super Unggas Jaya was established in 1995 as a foreign investment by South Korea's CJ Group. The company produces hatching eggs, DOCs, live broilers, dressed birds with portioned chops, and processed chicken meats. In addition to selling chicken meat to Timor Leste, the company has also transported hatching eggs to Myanmar. In late 2023, the company established its first 'Meat Master' retail location in West Java, providing fresh chilled and processed chicken meats, as well as Korean traditional meals popular among Indonesia's younger generations.

Update on the poultry industry: What were you missing in July?

At the 2025 European Symposium on Poultry Nutrition, Phibro Animal Health Corporation, a multinational diversified animal health and mineral nutrition company, announced the introduction of BA-King, Bacillus velezensis NITE BP-01844, a gut flora stabiliser suitable for in-feed and in-water applications. BA-King aids in regulating gut microbiota, which may enhance poultry intestinal health performance.

A new digital management tool, the Acaritool mobile application, has been added to Deltavit's Acari program to help livestock farmers fight red mites. This tool allows each farmer to keep track of changes in the infestation level, adjust product usage to the conditions in their buildings, and secure their zootechnical and financial performance. Two complementary products are Acaritec, a powdered drying agent that can be used in buildings to maintain hygiene during downtime or when animals are present, and Acariflash, a plant and aromatic-based complementary feed or water additive that supports laying performance in the presence of poultry red mites.

Phatisa has consented to sell its stake in the South African vaccine firm Deltamune to Vaxxinova International, a multinational animal health business that is a member of the EW Group. The deal increases Vaxxinova's footprint in Africa. The specifics of the deal were not revealed. By creating and producing vaccines for production animals, especially poultry, and extending its reach to ruminants like cattle and sheep, Deltamune, which was founded in 1995, performs a reliable role in veterinary and public health. The company serves 12 nations in the SADC/COMESA region and produces around 15,000,000 vaccine doses annually.

With the goal of identifying and assisting the upcoming generation of leaders who will propel technological advancement in poultry and aquaculture, Innovate Animal Ag has established the IAA Poultry and Aquaculture Innovation Scholarship (IPAIS). Undergraduates and high school seniors from

agricultural backgrounds who are pursuing courses related to poultry or aquaculture and who want to work in these industries after graduation are eligible to apply for the scholarship. Up to three students will receive US$4,000 from IPAIS, along with possibilities for career progression in their respective fields. The deadline for applications is August 15.

Pratima Adhikari, Ph.D., DVM, is the most recent recipient of the Novus Outstanding Teaching Award. She was honoured at the Poultry Science Association Annual. The award recognises educators who are making a difference in developing poultry agriculture in the classroom and across the business. As associate professor in the Department of Poultry Science at Mississippi State University, Adhikari divides her time between research activities and teaching in the classroom. Her teaching responsibilities include Management of Commercial Layers, Advanced Poultry Nutrition (graduate level), and undergraduate seminars.

Alltech's 2024 Sustainability Report emphasises the company's commitment to sustainable agriculture, with double-digit growth while reducing Scope 1 and 2 emissions by 7.8% (26% since 2021). Key accomplishments include US$2.04 million invested on energy projects that reduce 3,602 mt CO2-e, 5 zero-waste-to-landfill facilities, a new water stewardship plan, and 57 product life-cycle studies performed. Alltech is EUDR-compliant, pushing deforestation-free policy through 799 research investigations connected with the UN SDGs. The company has also received recognition from sustainability rating authorities, continues to engage in socially responsible practices around the world, and leads industry initiatives to build resilient food systems.

Venky's Q1 Profit Drops 79% Due To a Decline in Poultry Prices

According to Reuters, Venky's India

reported an almost 79% decline in first-quarter earnings on Friday as its chicken business margins contracted due to oversupply and less demand, which resulted in lower pricing. In the quarter that concluded on June 30, the poultry company declared a net profit of 158.3 million rupees ($1.81 million), up from 751.8 million rupees the previous year. The decreased market price of grill chickens has had a negative effect on Venky's poultry and poultry goods industry for months. Venky's stated in a May post-earnings call that panic selling caused prices to drop during a heatwave in April due to worries about the birds' mortality rate in hotter weather.

According to the company, companies like Venky's are also affected periodically, typically in the second and third quarters when a number of Hindu holidays restrict

the consumption of meat and eggs, which can result in a backlog that lasts for months. Compared to a profit of 827.4 million rupees a year ago, the chicken and poultry products segment had a 7.4% decline in revenue, resulting in a loss of 56.6 million rupees. Firmer soy prices and strong demand helped Venky's second-largest oilseed segment's revenue grow 33.6%, the business reported.

Venky's uses soy to make de-oiled cake, which it sells to manufacturers as chicken feed, and edible oil, which it sells in bulk to merchants. The oilseeds segment's growth contributed to a 7.1% increase in overall revenue. But costs increased by over 19%. Additionally, the business is entering the ready-mix spice powder market; manufacturing for these products started in the first quarter.

US tariffs Disrupt Egg producing Hub in India's Tamil Nadu

According to a local newspaper, poultry producers in Namakkal, Tamil Nadu, India's largest egg-producing region, experienced the excitement of breaking into the high-value US market in June. Many saw the first shipment of a trial consignment of 12 million eggs, valued at USD 2.3 million, to the US as the start of a profitable new chapter in the town's export history.

The thrill, though, didn't last long. Only a few weeks after imposing a 25% levy on Indian imports, the United States imposed another 25% duty on August 6. With no immediate outside buyer, the entire consignment was left stranded, thereby halting Namakkal's debut in the US market.

The poultry sector in Namakkal is a major player. Over 70 million eggs are produced in the area each day. In addition to meeting demand in Tamil Nadu and other states, 8 million eggs are exported every day to the Middle East, a reliable and well-established trading channel. A breakthrough came with the June shipment to the US. The chance provided local poultry growers with access to premium pricing. The price of an egg on the domestic market is approximately USD 0.051. Each piece costs about USD 0.086 to transport to the US. Those same eggs might have sold for as much as USD 0.17 per at retail in the United States.

The stranded stock is currently being redirected into the domestic market by the Egg Exporters Association. Since eggs have a short shelf life, waste must be avoided at all costs. Even while the paused cargo represents a substantial financial loss, Mr. Subramaniam emphasised that it only accounts for a small portion of the industry's daily output.

He said, "We'll make sure these eggs are sold domestically."

This one incidence is unlikely to cause a significant economic shock to the larger Namakkal chicken industry because of the high demand from Middle Eastern purchasers and the healthy local consumption. Traders who had anticipated to gain traction in the US, however, are clearly disappointed.

Indian exporters in a variety of industries are impacted by broader trade disputes, which include the US tariffs. Although the US is not a traditional market for chicken, the Namakkal experimental shipment was considered a significant step towards diversification. Industry analysts caution that Indian eggs will become uncompetitive in the US if these tariffs are maintained.

Exporters are now returning their focus to their established networks in the Middle East, where daily shipments go on uninterrupted. The episode has, nevertheless, served as a reminder of how unpredictable international trade is and how abrupt policy shifts may ruin months of planning.

Farmers and shopkeepers in Namakkal are closely monitoring events. They claim they will be prepared to resume talks and reopen that door to the US if tariff restrictions are removed.

EGG
Daily and Monthly
Prices of August 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	31	Average
NECC SUGGESTED EGG PRICES																																
Ahmedabad	475	480	480	485	485	485	490	495	500	505	515	520	525	525	525	525	530	535	540	540	540	540	540	540	540	540	545	550	555	560	565	521.77
Ajmer	440	440	425	445	445	460	470	472	480	500	501	501	501	484	475	482	500	507	500	475	475	490	495	495	495	495	520	530	530	530	530	486.71
Barwala	435	435	435	441	441	452	465	467	476	491	494	494	494	475	475	482	495	505	505	505	505	505	505	505	505	508	525	533	533	533	553	489.42
Bengaluru (CC)	475	480	485	485	485	485	485	485	490	495	505	520	530	530	530	530	530	535	540	540	540	540	540	540	540	540	540	545	550	-	555	519.00
Brahmapur (OD)	480	480	485	490	490	495	500	505	510	520	525	525	525	525	525	525	525	530	535	535	535	540	550	555	555	560	565	570	570	570	575	528.23
Chennai (CC)	500	510	520	520	520	520	520	520	520	530	540	550	555	555	555	555	555	560	565	565	565	565	565	565	565	565	565	575	575	585	585	548.71
Chittoor	493	503	513	513	513	513	513	513	513	523	533	543	548	548	548	548	548	553	558	558	558	558	558	558	558	558	558	568	568	578	578	541.71
Delhi (CC)	455	455	455	460	460	470	485	485	495	505	511	514	514	514	514	514	514	523	523	525	525	525	525	525	525	525	535	545	553	553	570	509.58
E.Godavari	460	465	465	470	470	475	480	485	490	500	505	510	510	510	510	510	510	515	520	520	520	520	525	530	535	535	540	545	550	550	555	509.19
Hospet	425	430	435	435	435	435	435	435	440	445	455	465	470	470	470	470	470	475	480	480	480	480	480	480	480	480	480	485	490	-	495	462.83
Hyderabad	420	430	430	435	435	435	440	445	450	460	470	480	485	485	485	485	485	490	495	495	495	495	495	495	495	495	500	505	510	515	520	475.97
Jabalpur	445	450	453	453	453	453	453	465	470	475	485	495	495	495	495	495	495	505	515	515	515	515	525	525	525	525	530	530	535	535	535	495.32
Kolkata (WB)	540	540	545	545	545	545	555	560	565	570	575	580	580	580	580	580	580	580	580	580	585	595	600	605	605	610	615	620	620	620	620	580.65
Ludhiana	435	437	437	437	441	441	461	468	468	485	494	494	494	494	494	494	494	503	505	505	505	505	505	505	505	505	510	529	533	533	540	488.90
Mumbai (CC)	480	485	485	490	490	490	495	500	505	510	520	530	535	535	535	535	535	540	545	545	545	550	550	550	555	555	560	565	570	575	-	528.67
Mysuru	480	490	495	495	495	495	495	495	500	505	515	530	538	538	538	538	538	543	548	548	548	548	548	548	548	548	548	553	558	563	563	528.77
Namakkal	435	445	455	455	455	455	455	455	460	465	475	485	490	490	490	490	490	495	500	500	500	500	500	500	500	500	500	505	510	515	515	483.39
Pune	465	470	470	475	475	475	480	485	490	495	505	515	520	520	520	520	520	525	535	535	535	540	540	540	545	545	550	555	560	565	565	517.26
Raipur	450	450	450	450	460	465	465	470	480	480	495	511	511	511	511	511	513	513	520	520	520	520	523	523	523	523	530	540	550	550	550	502.84
Surat	470	475	475	480	480	480	485	490	495	500	510	510	515	515	515	515	515	520	530	535	535	535	535	540	540	540	540	545	550	555	565	515.81
Vijayawada	475	475	475	475	475	475	490	490	500	505	510	520	520	520	520	520	520	520	520	525	525	525	535	535	540	540	550	555	560	560	560	516.61
Vizag	460	465	465	470	470	475	500	500	500	505	510	515	515	515	515	515	515	515	520	520	520	520	525	530	535	535	540	545	550	555	560	512.26
W.Godavari	460	465	465	470	470	475	480	485	490	500	505	510	510	510	510	510	510	515	520	520	520	520	525	530	535	535	540	545	550	550	555	509.19
Warangal	422	432	432	437	437	437	442	447	452	462	472	482	487	487	487	487	487	492	497	497	497	497	497	497	497	497	502	507	512	517	522	477.97
Prevailing Prices																																
Allahabad (CC)	486	490	490	490	490	490	500	505	505	514	524	524	524	524	524	510	514	524	533	533	533	533	533	538	538	538	548	562	571	571	581	523.87
Bhopal	450	455	455	455	460	460	460	470	470	475	490	495	495	495	495	495	500	570	510	510	510	510	515	520	520	520	520	530	540	540	540	497.74
Indore (CC)	440	450	450	455	455	460	460	470	470	470	490	495	495	485	485	490	500	505	505	500	500	510	515	515	515	515	520	530	535	535	540	492.26
Kanpur (CC)	490	490	490	490	490	490	490	500	500	514	524	524	524	524	524	524	524	524	524	524	524	524	524	524	524	524	524	548	557	557	567	518.74
Luknow (CC)	517	517	517	517	517	517	517	533	533	550	550	567	567	567	567	567	567	567	567	567	567	567	567	567	567	567	567	576	557	595	595	554.19
Muzaffurpur (CC)	495	495	495	495	500	510	525	525	535	550	555	555	555	555	540	545	560	565	565	565	565	565	565	565	565	570	590	595	595	595	615	550.65
Nagpur	445	445	445	450	450	450	460	460	465	465	480	490	490	490	490	485	485	485	510	510	510	510	520	510	520	520	520	535	535	540	540	490.65
Patna	495	495	495	495	500	510	525	525	535	550	555	555	555	555	540	545	560	565	565	565	565	565	565	565	565	570	590	595	595	595	615	550.65
Ranchi (CC)	500	500	490	495	495	495	524	524	533	548	548	548	548	548	548	543	552	552	552	557	562	562	562	571	571	571	590	590	590	586	590	546.61
Varanasi (CC)	480	487	487	490	490	493	517	517	523	533	533	533	533	533	533	533	543	553	560	560	553	553	560	560	560	560	567	573	577	577	583	537.23

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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