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**Northern Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Mr. Rajesh Yadav	MARCH-2026	Top #1
	Farm Type	Open House
	State	UTTAR PRADESH
	Chicks Placed	6624
	Mean Age	42.0
	Avg Body Wt	3308
	FCR	1.481
	cFCR	1.190
	Livability%	96.5
	Daily Gain	78.8
EPEF	513.0	



**Eastern Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Mr. Sontosh Basumatary	MARCH-2026	Top #1
	Farm Type	Open House
	State	ASSAM
	Chicks Placed	1593
	Mean Age	39.0
	Avg Body Wt	2816
	FCR	1.364
	cFCR	1.183
	Livability%	93.7
	Daily Gain	72.2
EPEF	496.1	



**Central Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Mr. Pranit Moreshwar Gohane	MARCH-2026	Top #1
	Farm Type	Open House
	State	MAHARASHTRA
	Chicks Placed	7909
	Mean Age	43.0
	Avg Body Wt	3557
	FCR	1.579
	cFCR	1.233
	Livability%	91.3
	Daily Gain	82.7
EPEF	478.5	



**South Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Mr. Shidray Kalelli	MARCH-2026	Top #1
	Farm Type	Open House
	State	KARNATAKA
	Chicks Placed	3247
	Mean Age	39.0
	Avg Body Wt	2765.0
	FCR	1.479
	cFCR	1.309
	Livability%	93.6
	Daily Gain	70.9
EPEF	448.5	



**MARCH-Top PERFORMANCE BY AREA**

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	10381	44.0	3666	1.581	1.211	95.5	83.3	503.1
North Open House	6624	42.0	3308	1.481	1.190	96.5	78.8	513.0
East EC House	17953	42.0	3091	1.437	1.195	95.1	73.6	487.1
East Open House	1593	39.0	2816	1.364	1.183	93.7	72.2	496.1
Central EC House	7909	43.0	3557	1.579	1.233	91.3	82.7	478.5
Central Open House	3994	36.0	2652	1.426	1.281	93.8	73.7	484.4
South EC House	19148	35.0	2410	1.409	1.318	93.1	68.9	455.0
South Open House	3247	39.0	2765	1.479	1.309	93.6	70.9	448.5

**MARCH-Top 10 FIELD PERFORMANCE**

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN SHED	ASSAM	1593	39.0	2816	1.364	1.183	93.7	72.2	496.1
Flock 2	OPEN SHED	ASSAM	1895	37.0	2765	1.357	1.187	92.6	74.7	510.0
Flock 3	OPEN SHED	UTTAR PRADESH	6624	42.0	3308	1.481	1.190	96.5	78.8	513.0
Flock 4	OPEN SHED	UTTAR PRADESH	3000	35.0	1609	1.104	1.191	87.8	46.0	365.7
Flock 5	CLOSED SHED	BIHAR	17953	42.0	3091	1.437	1.195	95.1	73.6	487.1
Flock 6	OPEN SHED	ASSAM	1872	36.0	2618	1.332	1.195	92.4	72.7	504.3
Flock 7	OPEN SHED	UTTAR PRADESH	1579	38.0	2864	1.387	1.195	96.6	75.4	525.1
Flock 8	OPEN SHED	ASSAM	1357	38.0	2728	1.357	1.195	96.2	71.8	508.8
Flock 9	OPEN SHED	ASSAM	1800	37.0	2666	1.345	1.197	96.9	72.1	519.1
Flock 10	OPEN SHED	PUNJAB	2509	35.0	2462	1.300	1.197	93.7	70.3	507.2



# From the Editor's Desk



## Iran war roils otherwise quiet corn, soybean markets

Despite uneventful spring weather, news from the Middle East has sent corn prices on a roller coaster ride.

The conflict in Iran continues to rock global commodity markets in spite of otherwise uneventful weather in all major growing regions.

Corn prices dropped from \$4.54 to \$4.41 per bushel last week on news that Iran was negotiating a truce with the U.S., only to spike back up to \$4.50 when the peace talks collapsed over the weekend. Soybeans remain relatively stable around \$10.50 to \$10.60 per bushel, but the U.S. Department of Agriculture (USDA) expects soybean prices to rise from increased biofuel production – an effort the U.S. hopes will ease rising oil prices.

Soybean meal prices, which theoretically should drop as a result of greater crush for biofuel production, have also moved upward on greater feed use and exports, according to Arlan Suderman, chief commodities economist for StoneX Group.

Some global buyers who deferred purchases late last year hoping for lower prices may have found themselves short on soybeans in recent months, Suderman said, because Argentine farmers are holding onto their harvest in hopes of another government buyout.

Even if the Iran war were to end tomorrow, corn and soybean prices would remain elevated for the foreseeable future because the damage has already been done, Suderman said. Repairing Middle Eastern oil fields and infrastructure damaged in the fighting so far could take three to five years, which means energy and fertilizer supplies are not likely to recover anytime soon, Suderman said.

There's also the question of how U.S. farmers will adjust their planting decisions. Early reports suggest elevated input costs have prompted farmers to shift acreage from corn to soybean production this year, but with the increased biofuel production it's unclear whether the shift will be large enough to meet demand, Suderman said. That's especially true if China keeps its promise to buy 25 million metric tons of soybeans from the U.S. this year.

"We simply don't have enough acres to make the market comfortable at all," he said. "If we do sell more soybeans to China – which I think is a big 'if' – we need more acres."

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# Cold Chain Management in Poultry Production: A Strategic Imperative for Quality, Safety, and Profitability



**By Prof. Dr. ARM Ziaul Hasan, PhD**  
*Senior Consultant – Industrial Agricultural & Livestock Production & Management Specialist*

## Abstract

Cold chain management (CCM) in poultry production is a critical control system that directly influences product quality, food safety, economic efficiency, and global market access. Poultry meat, due to its high water activity, nutrient density, and near-neutral pH, is highly perishable and prone to microbial contamination. Any disruption in temperature control across the production, processing, storage, and distribution continuum leads to rapid deterioration and increased food safety risks. This article provides a comprehensive, systems-level analysis of cold chain management

in poultry, including its biological basis, technological components, operational challenges, and economic implications. It further explores modern innovations such as IoT-based monitoring, predictive analytics, and advanced packaging systems that are transforming the industry.

## 1. Introduction: Why Cold Chain is Non-Negotiable

Let's be blunt: if your cold chain is weak, your entire poultry business is weak.

Poultry is one of the most temperature-sensitive animal protein products. Unlike red meat, poultry muscle structure deteriorates faster due to lower connective tissue stability and higher enzymatic activity. Combine that with high contamination risks from pathogens, and you have a product that starts losing value the moment temperature control fails.

Cold chain management is not just about refrigeration—it is about **continuous uninterrupted thermal control from slaughter to consumption**. Any break—even for a short period—can trigger irreversible quality loss and microbial proliferation.

## 2. Biological and Biochemical Basis of Cold Chain Importance

### 2.1 Post-Mortem Muscle Metabolism

After slaughter, poultry muscles undergo post-mortem glycolysis, leading to:

- Depletion of ATP
- Accumulation of lactic acid
- Decline in pH from ~7.0 to ~5.7

Temperature directly affects the rate of these biochemical reactions.

- **Too slow cooling** "promotes microbial growth
- **Too fast cooling** " leads to cold shortening and tough meat



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Optimal chilling ensures proper rigor mortis development while preserving tenderness.

## 2.2 Microbial Ecology of Poultry Meat

Poultry meat is a natural carrier of microorganisms, including:

- Salmonella spp.
- Campylobacter jejuni
- Escherichia coli
- Spoilage bacteria like Pseudomonas spp.

At temperatures between **5°C and 60°C**, bacterial growth accelerates exponentially.

Key fact most operators ignore:

A single break in cold chain can increase bacterial load by **10–100 times within hours**.

Cold chain does not kill bacteria—it **controls their growth rate**. That distinction matters.

## 2.3 Water Activity and Enzymatic Degradation

Poultry meat has:

- Water activity (aw): ~0.98–0.99
- High protein content

This creates an ideal environment for:

- Enzymatic degradation
- Lipid oxidation
- Microbial spoilage

Temperature reduction slows all three—but only if consistently maintained.

## 3. Core Objectives of Cold Chain Management

Cold chain in poultry serves three non-negotiable objectives:

### 3.1 Preserve Product Quality

- Maintain texture, color, and flavor
- Prevent drip loss and dehydration
- Avoid protein denaturation

### 3.2 Ensure Food Safety

- Control pathogen growth

- Reduce contamination risks
- Extend microbiological shelf life

## 3.3 Maximize Economic Returns

- Reduce spoilage losses
- Increase shelf life
- Enable long-distance export

If your system fails in any of these three, you lose money—guaranteed.

## 4. Temperature Standards and Critical Control Points

### 4.1 Fresh Poultry

- Storage temperature: 0°C to 4°C
- Shelf life: 5–10 days (depending on hygiene and packaging)

### 4.2 Frozen Poultry

- Storage temperature: -18°C or lower
- Shelf life: up to 12 months

### 4.3 Blast Freezing

- Rapid freezing at -35°C to -40°C
- Minimizes ice crystal size "protects cell structure"

### 4.4 Critical Control Points (CCPs)

Cold chain failure usually happens at predictable points:

1. Post-slaughter delay
2. Inefficient chilling systems
3. Loading/unloading delays
4. Poor transport insulation
5. Retail display fluctuations

Most companies don't fail randomly—they fail at these exact points repeatedly.

## 5. Components of an Integrated Cold Chain System

### 5.1 Primary Processing: Chilling Systems

Two dominant systems:

#### Immersion Chilling

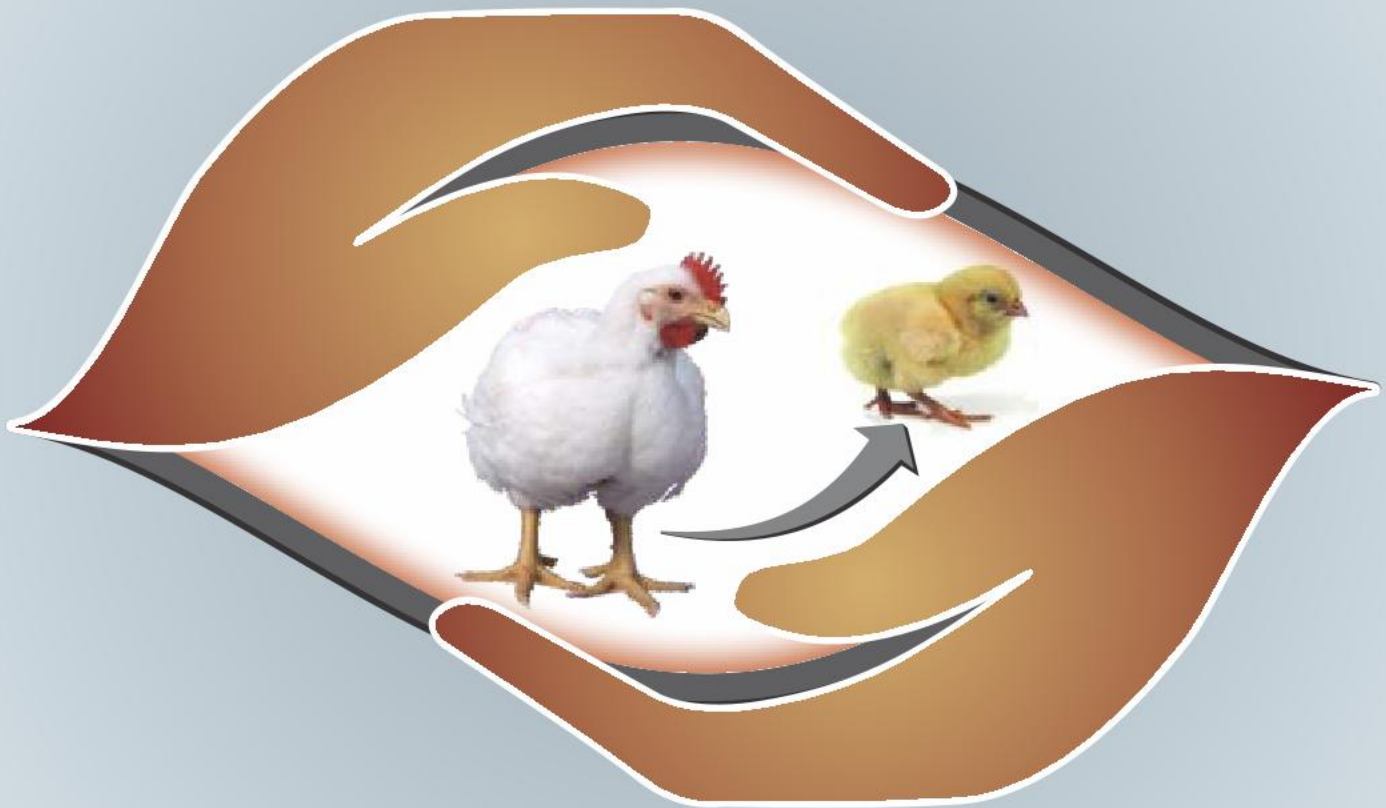
- Rapid heat removal





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- Risk of cross-contamination
- Water absorption issues

### Air Chilling

- Lower contamination risk
- Better meat texture
- Higher operational cost

There's no "best" system—only trade-offs. If you don't understand them, you're guessing.

### 5.2 Cold Storage Infrastructure

- Insulated warehouses
- Controlled humidity (85–90%)
- Backup power systems

A common mistake:

Companies invest in refrigeration but ignore insulation quality—this destroys efficiency.

### 5.3 Refrigerated Transport (Reefer Systems)

Key requirements:

- Pre-cooled vehicles
- Continuous temperature logging
- Minimal door openings

Reality check:

Most cold chain failures happen during transport—not processing.

### 5.4 Packaging Technologies

- Vacuum packaging
- Modified Atmosphere Packaging (MAP)
- Insulated containers

MAP can extend shelf life by 2–3 times, but only if temperature is stable. Otherwise, it backfires.

### 5.5 Monitoring and Traceability Systems

Modern CCM relies on:

- Data loggers
- GPS-enabled tracking
- IoT sensors
- Cloud-based analytics



If you're not tracking temperature in real time, you're operating blind.

## 6. Economic Impact of Cold Chain Efficiency

### 6.1 Direct Financial Losses

Cold chain failure leads to:

- Product rejection
- Spoilage losses
- Reduced shelf life
- Brand damage

Estimated loss in developing markets:

### 15–25% of poultry production is lost due to cold chain inefficiencies

That's not a small leak—that's a structural failure.

### 6.2 Export Market Access

Strict markets (EU, Middle East, Japan) require:

- Verified cold chain compliance
- Temperature records
- HACCP-based systems

No compliance = no market.

### 6.3 Yield Optimization

Drip loss reduction = higher sellable weight.

Even a 2% improvement in yield translates to massive profit at scale.

## 7. Challenges in Developing Countries

Let's not pretend the playing field is equal.

### 7.1 Infrastructure Limitations

- Unreliable electricity
- Poor road networks
- Lack of cold storage

### 7.2 Cost Constraints

- High capital investment
- Expensive maintenance
- Skilled labor shortage

### 7.3 Knowledge Gaps

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Most operators:

- Don't understand temperature kinetics
- Don't track data
- Rely on guesswork

That's why failure rates remain high.

## 8. Emerging Technologies in Cold Chain Management

### 8.1 Internet of Things (IoT)

- Real-time temperature tracking
- Automated alerts
- Predictive maintenance

### 8.2 Blockchain Traceability

- Transparent supply chains
- Tamper-proof records
- Consumer trust enhancement

### 8.3 AI and Predictive Analytics

- Demand forecasting
- Spoilage prediction
- Route optimization

### 8.4 Advanced Refrigeration Systems

- Energy-efficient compressors
- Solar-powered cold storage
- Phase-change materials

If you're not integrating technology, you're already behind.

## 9. Strategic Recommendations

### 9.1 Invest in End-to-End Systems

Partial solutions don't work. Cold chain must be continuous.

### 9.2 Implement Strict SOPs

- Standardize processes
- Train staff
- Enforce compliance

### 9.3 Focus on Data-Driven Management

- Monitor everything
- Analyze trends
- Act quickly

### 9.4 Build Redundancy

- Backup power
- Secondary cooling systems

- Emergency protocols

Because failure is not a question of "if"—it's "when".

## 10. Conclusion

*Cold chain management in poultry production is not an operational detail—it is the backbone of the entire industry.*

### Without it:

- Quality collapses
- Safety is compromised
- Profitability disappears

### With it:

- Shelf life extends
- Markets expand
- Revenue stabilizes

*The difference between a struggling poultry business and a scalable, export-ready enterprise is not production volume—it is cold chain discipline.*

*Most operators underestimate this. That's why most operators stay small.*

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# Effects of Heat Stress on Poultry and Its Role in Disease Outbreaks with Mitigation Measures



**Manoj Kumar Singh and Jinu Manoj**

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## Introduction

The summer season is characterized by high temperatures, increased humidity and environmental stress, which make poultry birds more susceptible to various diseases. Proper understanding of these common diseases is essential for farmers to prevent losses and maintain flock health. Disease incidence in poultry tends to rise significantly during the summer season due to the combined effects of heat stress, environmental changes and weakened immunity. High ambient temperatures place birds under physiological stress, which directly and indirectly increases their susceptibility to various diseases.

## Effects on Immune system

One of the primary reasons for increased disease incidence is the suppression of the immune system. Heat stress alters both antibody-mediated and cell-mediated immune responses, leading to an overall immunosuppressive effect. As a result, poultry birds become more vulnerable to infections

caused by bacteria, viruses and parasites. This weakened immune response also explains why vaccine failures are more common during summer, as the bird's bodies are less capable of mounting a strong protective response after vaccination. Summer stress further contributes to immunodeficiency, making disease outbreaks more frequent and severe. Birds exposed to prolonged high temperatures often exhibit signs of stress such as panting and reduced activity, which diverts energy away from immune functions toward survival. This imbalance increases the likelihood of infections spreading rapidly within the flock.

## Effects on Production

Heat stress also has a significant impact on feed intake and overall productivity. Birds tend to consume less feed during hot weather, leading to reduced body weight gain and a higher feed conversion ratio. Along with decreased nutrient intake, dehydration becomes a major concern, further weakening the birds and making them less resistant to disease. In addition, summer heat causes several changes in the gastrointestinal tract. It disrupts the normal protective microbiota and reduces the integrity of the intestinal lining. This weakened gut barrier allows harmful pathogens to invade more easily, increasing the risk of enteric diseases such as necrotic enteritis. Poor gut health not only affects digestion but also contributes to systemic infections. Heat stress also increases the overall energy demands of the birds as they attempt to regulate their body temperature. This added strain leads to higher culling rates and increased mortality in poultry farms. Birds that cannot cope with the stress either become severely ill or die, resulting in economic losses for farmers.

## Common diseases and mitigation measures

During the summer season, poultry farms experience a marked increase in the occurrence and spread of infectious diseases. High temperature, humidity and poor environmental conditions create an ideal situation for the growth

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and transmission of bacterial, viral, fungal and parasitic infections. These conditions, combined with stress in birds, make disease control more challenging.

### **Heat stress**

One of the most common summer-related poultry diseases is heat stress. Although not an infectious disease, it significantly affects birds when temperatures rise above their comfort zone. Chickens begin panting, reduce feed intake and show decreased egg production. Severe heat stress can even lead to death. Heat stress weakens the immune system of birds. As a result, even routine vaccination programs may not provide full protection. For example, vaccines for Newcastle disease and Infectious bronchitis may produce adverse reactions in birds that are already hyperventilating due to high temperatures. In such cases, vaccine failure is often observed because stress caused by extreme heat or high relative humidity suppresses the immune response, preventing proper antibody formation. Providing adequate ventilation, cool drinking water and shade helps reduce its impact.

### **Vectorborne diseases**

Another important factor is the rapid increase in vector populations during summer. Insects such as flies, beetles, and mosquitoes multiply quickly in warm conditions and act as carriers or intermediate hosts for many infectious agents. These vectors can spread serious diseases like Avian influenza and Newcastle disease. Houseflies, in particular, play a significant role in disease transmission. They act as intermediate hosts for tapeworms and can mechanically carry eggs of nematodes such as ascarids from contaminated manure to poultry feed and water. This leads to parasitic infections like Ascariasis and tapeworm infestations. Additionally, rodents such as rats present in poultry sheds can transmit bacterial infections like Salmonellosis and also contribute to the spread of parasitic diseases.

### **Infectious diseases**

The occurrence of infectious diseases in summer can be broadly classified into four categories: bacterial, viral, fungal and parasitic. Among bacterial diseases, infections such as

salmonellosis, mycoplasmosis, colibacillosis, infectious coryza, pasteurellosis and campylobacteriosis are commonly reported. *Mycoplasma gallisepticum* and *Mycoplasma synoviae* causes chronic respiratory diseases. These diseases often spread through contaminated feed, water and poor hygiene conditions.

Fowl cholera is caused by the bacterium *Pasteurella multocida* and becomes more prevalent in warm weather. Birds may show sudden death, fever, diarrhea and swelling of wattles. Maintaining hygiene and controlling rodents can help reduce its spread.

Viral diseases are particularly dangerous due to their rapid transmission and high mortality rates. Common viral infections during summer include fowl pox, velogenic viscerotropic Newcastle disease (vvND), infectious bronchitis (IB), infectious laryngotracheitis (ILT), highly pathogenic avian influenza (HPAI) and infectious bursal disease (IBD). These diseases can severely affect the respiratory, digestive and immune systems of birds.

Newcastle disease is a highly contagious viral disease that can occur throughout the year but spreads faster during stressful conditions like summer heat. Symptoms include respiratory distress, nasal discharge, greenish diarrhea and nervous signs such as twisting of the neck. Vaccination is the most effective way to control this disease.

Infectious bronchitis is another viral disease affecting the respiratory system. High temperatures combined with poor ventilation can worsen its spread. Symptoms include coughing, sneezing and decreased egg production. Vaccination and proper airflow management are essential preventive strategies.

Fungal diseases such as aspergillosis and candidiasis also occur more frequently in warm and humid environments. These infections are usually associated with poor feed storage and damp litter conditions, leading to respiratory and digestive problems in poultry.

Parasitic infections, including ascariasis and tapeworm infestations, are also prevalent during



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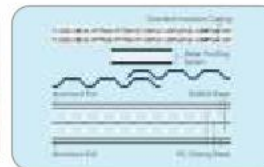
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summer. These parasites not only weaken birds but also reduce feed efficiency and growth rates, leading to economic losses.

Another important disease is coccidiosis, caused by protozoan parasites of the genus *Eimeria*. It spreads rapidly in warm and moist conditions, which are common during summer. Infected birds show symptoms like bloody diarrhea, weakness and poor growth. Good litter management, proper sanitation and use of anticoccidial drugs are key preventive measures.

External parasites such as mites, lice and ticks also thrive in warm weather. These parasites irritate birds, cause feather loss, anemia and reduce productivity. Regular inspection and use of appropriate insecticides help control infestations.

### **Monitoring and Control of Poultry Diseases during summer**

Effective disease monitoring during the summer season is essential for maintaining poultry health and preventing economic losses. High temperatures and environmental stress weaken bird's immune systems, making them more susceptible to infections. Therefore, adopting advanced and timely monitoring strategies becomes crucial for early detection and control of diseases. Serological monitoring is an essential component of modern poultry health management, particularly for the early detection, prevention and control of infectious diseases. It plays a vital role in maintaining flock health and productivity. It involves the measurement of antibodies present in the blood serum of birds to assess their immune status against various pathogens. Serological tests help determine the presence, absence or concentration of specific antibodies against various pathogens. Commonly used techniques include the ELISA test, plate agglutination tests, hemagglutination tests and micro or tube agglutination tests. Among these, ELISA is widely preferred due to its accuracy, sensitivity and ability to process a large number of samples efficiently. Such tests enable farmers to evaluate vaccination effectiveness and detect early signs of infection before clinical symptoms appear.

Serological monitoring also aids in the early

diagnosis of disease outbreaks. Detecting rising antibody levels against specific pathogens can indicate recent infection, allowing timely intervention before the disease spreads widely. This proactive approach reduces mortality, improves productivity, and minimizes economic losses. Ultimately, the principle of 'prevention is better than cure' is especially relevant in summer poultry management. Instead of relying solely on treatment after disease outbreaks occur, farmers should focus on preventive measures such as regular health monitoring, maintaining hygiene, proper vaccination and reducing heat stress.

One of the major challenges in summer is the decline in serum antibody levels. Due to heat stress and immunosuppression, birds often show reduced immune response, which lowers their resistance against pathogens. This makes it important for poultry farmers to regularly assess the immune status of their flocks. Monitoring antibody levels provides valuable insight into whether birds are adequately protected against diseases or if additional interventions are required.

Regular evaluation of antibody titers has become an important flock management tool in modern poultry farming. By tracking these titers, farmers can make informed decisions regarding vaccination schedules, booster doses and overall health management. This proactive approach helps in reducing the chances of vaccine failure, which is more common during the stressful summer months. Consulting reputed serological laboratories is equally important for accurate diagnosis and interpretation of results. Professional laboratories provide reliable data and expert guidance, which assists farmers in implementing appropriate control measures. Early diagnosis not only prevents the spread of diseases within the flock but also minimizes mortality and production losses. Combined with good management practices such as biosecurity, hygiene, and proper nutrition, serological monitoring strengthens overall disease prevention programs.

### **Disease management strategies in various poultry types**

Disease management in poultry varies depending



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on the type of birds being reared viz. broiler breeders, layers and broilers because each group has different roles, life spans and production goals. During summer, when heat stress weakens immunity, understanding the major diseases affecting each category becomes even more important for effective prevention and control. Regular serological surveillance is particularly important in breeder flocks, as they transfer maternal antibodies to chicks through eggs. Ensuring adequate antibody levels in breeders helps in protecting young chicks during their early life. In layers and broilers, serological monitoring ensures sustained productivity and efficient growth by preventing disease outbreaks.

In broiler breeders, which are responsible for producing fertile eggs, a wide range of diseases must be carefully monitored. Viral diseases such as Newcastle disease, Infectious bronchitis, Infectious bursal disease, Avian encephalomyelitis, Egg drop syndrome, Marek's disease, Chicken anemia virus infection, Avian influenza, Avian pneumovirus infection, and reovirus infections are of major concern. These diseases can affect egg production, hatchability, and chick quality. In addition, bacterial infections such as Salmonella and chronic respiratory diseases caused by Mycoplasma gallisepticum and Mycoplasma synoviae must be controlled to ensure the production of healthy progeny. Since breeders pass immunity to chicks through eggs, maintaining their health is critical.

In layer birds, which are reared for egg production, disease control focuses on maintaining consistent egg yield and quality. Important diseases include Newcastle disease, infectious bronchitis, avian encephalomyelitis, egg drop syndrome, and avian influenza. These viral infections directly impact egg production, shell quality, and overall flock performance. Bacterial infections such as Salmonella also pose a public health risk through contaminated eggs. Additionally, Mycoplasma infections (MG/MS) can lead to respiratory issues and reduced productivity. Proper vaccination and biosecurity are essential to ensure sustained egg production, especially during stressful summer conditions.

In broilers, which are raised primarily for meat

production and have a shorter life cycle, rapid growth and feed efficiency are the main concerns. Common diseases affecting broilers include Newcastle disease, infectious bronchitis, and infectious bursal disease, all of which can severely impact growth rates and increase mortality. Bacterial infections such as Salmonella and Mycoplasma (MG/MS) also play a significant role in reducing feed conversion efficiency and causing economic losses. Since broilers grow quickly, even minor disease outbreaks can lead to substantial losses in a short period.

Across all three categories viz. breeders, layers, and summer conditions intensify disease risks due to heat stress, immunosuppression, and increased pathogen load in the environment. Therefore, it is essential to adopt comprehensive disease management practices, including proper vaccination schedules, strict biosecurity measures, regular health monitoring and maintaining optimal environmental conditions. A well-planned health management program tailored to each category is crucial to ensure productivity, minimize losses and maintain overall flock health.

### **Conclusions**

*Summer conditions create a favorable environment for many poultry diseases and health issues. The higher incidence of diseases in summer is mainly due to heat-induced stress, immune suppression, vaccine failure, reduced feed intake, increased vector activity and compromised gut health. Effective management practices such as maintaining hygiene, controlling insects and rodents, proper ventilation, adequate hydration, balanced nutrition and timely vaccination are essential to minimize these risks and maintain flock health during summer season. Preventive management is always more effective and economical than treatment, especially during the challenging summer season. Disease monitoring during the summer season is a vital component of successful poultry farming. Through regular antibody testing, use of advanced diagnostic tools and consultation with expert laboratories, farmers can detect potential health issues early and take timely action. This proactive approach ensures healthier flocks, improved productivity and reduced risk of severe disease outbreaks.*



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## *Announcement*

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Dear Sir / Madam,

We are pleased to inform you that, the 59<sup>th</sup> Annual General Meeting (AGM) and 67<sup>th</sup> National Symposium 2026 will be held on **September 11 & 12, 2026** at **"The Leela Mumbai"**, Sahar, Near Mumbai International Airport, Andheri East, Mumbai.

You are requested to kindly block your dates for 59<sup>th</sup> Annual General Meeting and 67<sup>th</sup> National Symposium 2026.

With warm regards,

**Divya Kumar Gulati**  
Chairman





# Betalife®

## Beat the Heat. Beat the Stress

**Authors: Dr. C.S. Bedi, Dr. Himali Kishor Gotarane, Dr. Nithin Reddy, Dr. Arun Kumar  
Guybro Animal Health Pvt. Ltd.**

As summer sets in from March, day temperatures in many parts of India often begin crossing 33–35°C, pushing birds beyond their comfort zone and increasing the risk of excess body heat accumulation and dehydration. High environmental heat places tremendous physiological pressure on birds, making it difficult for them to maintain normal body temperature and hydration. Unlike mammals, poultry lack sweat glands and rely mainly on panting and behavioural adjustments to dissipate excess body heat. Under normal climatic conditions, birds maintain a balance between body heat production and heat loss through efficient respiration and circulation.

However, when ambient temperatures rise beyond the thermoneutral zone (18–22°C), this balance begins to collapse. Birds start panting rapidly to release excess body heat through respiratory evaporation. Continuous panting results in significant water loss, leading to dehydration and electrolyte imbalance. At the same time, birds reduce feed intake to limit metabolic heat production, which negatively affects growth, productivity, and overall flock performance.

As dehydration progresses, the cellular environment within the body becomes unstable. Loss of intracellular water disrupts metabolic activity, nutrient transport, and normal physiological functions. Blood circulation shifts toward the skin surface to facilitate heat dissipation, while birds reduce movement to conserve energy. Although these adjustments temporarily help birds cope with heat, prolonged exposure places severe metabolic stress on the body. Immune competence declines, disease susceptibility increases, and farmers often experience reduced growth rate, poor feed efficiency, drop in egg production, and increased mortality during severe summer stress.

**Betalife** is designed to address these challenges from within the bird's body. Acting as a powerful osmotic protector, **Betalife** supports cellular hydration and helps maintain osmotic balance during heat stress, allowing cells to retain water and function normally even under high temperatures. It

replenishes essential ions lost through excessive panting and dehydration, restoring electrolyte balance and supporting proper nerve, muscle, and metabolic activity.

At the same time, **Betalife** provides readily available energy that helps birds cope with the physiological strain of heat stress when feed intake is reduced. By supporting antioxidant defense mechanisms, it also helps protect body cells from oxidative damage commonly associated with thermal stress. In addition, **Betalife** promotes a natural cooling sensation within the oral cavity, stimulating thermoregulatory responses that help birds feel cooler, reduce excessive panting, and maintain a more stable body temperature.

Through this comprehensive support system, **Betalife** helps birds remain hydrated, metabolically stable, and physiologically resilient even under intense summer conditions.

**Betalife** helps birds effectively manage heat-induced dehydration and elevated body temperature by maintaining fluid and electrolyte balance while protecting cells from water loss. By supporting osmotic regulation within the body, it helps retain intracellular water, stabilize metabolic functions, and reduce the physiological strain caused by heat stress. **Betalife** also provides quick energy during periods of reduced feed intake and supports natural cooling responses that help lower panting and maintain body temperature. By preserving hydration, metabolic balance, and cellular stability, **Betalife** helps reduce mortality, prevent transportation shrinkage in broilers, and sustain better productivity during stressful summer conditions.

By supporting hydration, maintaining fluid balance, and helping regulate body temperature, **Betalife** strengthens the bird's ability to cope with heat stress. Its osmotic protection helps birds remain cool, stable, and productive, making it an effective solution for managing summer stress in poultry.

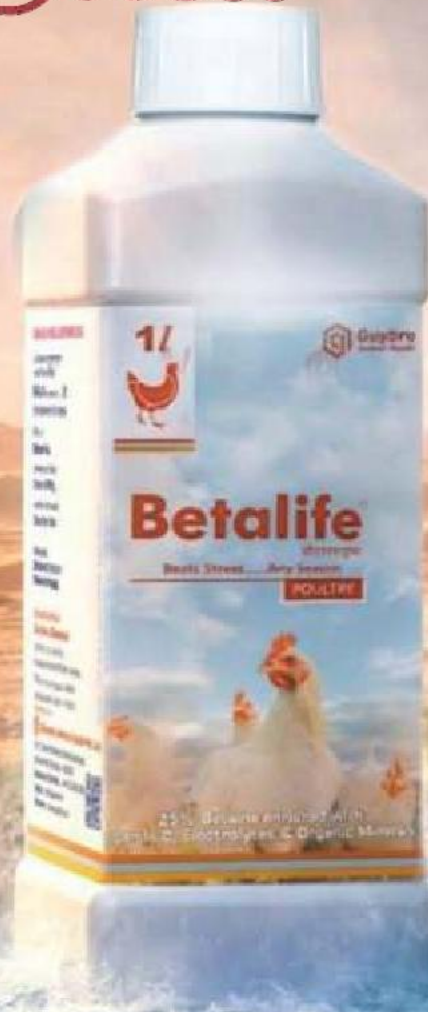
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# Recent Advances In Hatchery Technology And Management



## Preethi, V.

Assitant professor of Poultry Science, Suguna Institute of Poultry Management, Udumalpet, Tirupur, TN-642207

**Hatchery** technology has evolved significantly over the past decades, reshaping how poultry farmers manage operations to achieve greater efficiency, bio security, and product quality. This document explores key advancements and emerging trends that are driving innovation in hatchery management.

## Transition from Multi-Stage to Single-Stage Incubation

One of the most transformative developments in hatchery technology is the shift from multi-stage to single-stage incubation. Single-stage incubators allow for precise control over environmental conditions tailored to the specific needs of eggs at each stage of development. For example, the ability to customize temperature

and humidity settings at different phases significantly enhances embryo development. Unlike multi-stage systems, where eggs at various stages of incubation share the same environment, single-stage systems eliminate competing requirements, leading to uniform hatching conditions and improved outcomes. This advancement reduces manual labour, minimizes errors, and enhances bio security. Investments in heat recovery systems have also made single-stage incubation more cost-effective, improving hatchability and the quality of day-old chicks or poults.

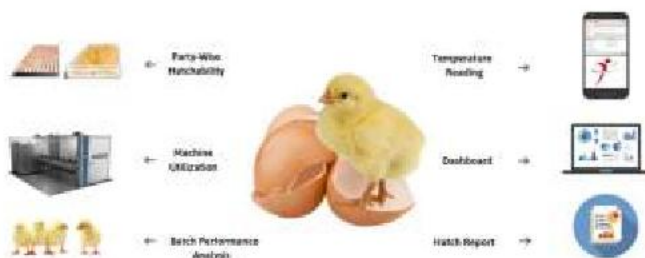
## Short Period of Incubation during Egg Storage

Recent research has highlighted the benefits of applying a short incubation period during egg storage. This process, often referred to as "pre-incubation," involves exposing eggs to controlled conditions for a few hours before regular incubation. Pre-incubation can reactivate embryonic development, reducing the negative effects of prolonged storage on hatchability. Studies show that this technique improves embryo viability and chick quality, especially when storage periods exceed seven days. Implementing pre-incubation in hatcheries could significantly enhance overall performance and reduce wastage.

## Effect of turning duration during incubation on hatchery and production performance

Egg turning during incubation plays a vital role in ensuring successful hatching and post-hatch performance. Turning prevents embryos from sticking to the eggshell, facilitates proper nutrient absorption, and ensures even distribution of temperature and humidity. Studies have explored the optimal turning duration for maximizing hatchability and chick quality.

Biological trials further support these findings, showing improved growth performance, feed efficiency, and immune response in chicks hatched from eggs with optimized turning durations. These results underscore the importance of tailoring turning protocols to the





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specific needs of embryos at different developmental stages, balancing the benefits of nutrient absorption and stress mitigation.

### **Air Handling Innovations**

Modern hatcheries prioritize efficient air handling to optimize bio security and energy use. For instance, a recent study highlighted a hatchery in Europe that implemented an advanced air handling system using heat exchangers and filtered airflow. This system reduced airborne contaminants by 30% and cut energy costs by 20%, demonstrating both improved bio security and operational efficiency. New systems condition incoming fresh air and utilize returned cooling water from incubators to precondition this air before entering the facility. These advancements ensure that exhaust air is not reused, promoting a cleaner environment and supporting the health of embryos during incubation.

### **Advancements in Artificial Intelligence and Data Analytics**

Artificial Intelligence (AI) and data analytics are transforming decision-making in hatcheries. For example, a large-scale hatchery in Asia recently implemented AI-driven monitoring systems that analyze incubation conditions in real-time. These systems detected subtle temperature variations that traditional monitoring missed, leading to a 15% improvement in hatch rates and reduced embryo mortality. Such applications demonstrate the potential of AI to refine operational precision and enhance productivity. By analyzing historical data, these technologies help identify patterns and trends, allowing for more informed adjustments to incubation parameters. AI-driven insights improve hatch rates, chick quality, and operational efficiency while minimizing wastage.

### **Internet of Things (IoT) in Hatchery Processes**

The Internet of Things (IoT) has introduced connected devices into hatchery operations. IoT systems enable seamless data exchange between devices, enhancing coordination across various stages of the hatchery process. From egg handling to environmental controls, IoT integration streamlines operations and improves output quality.

## **Energy-Efficient Technologies for Sustainable Operations**

Sustainability is a growing priority in the poultry industry. Energy-efficient solutions, such as solar-powered incubation units, energy-saving lighting, and water recycling systems, are reducing operational costs and promoting environmental responsibility. Over time, these technologies can lead to substantial cost savings by decreasing reliance on non-renewable energy sources and reducing utility bills. For example, solar-powered incubation units not only lower electricity consumption but also minimize carbon emissions, aligning with global sustainability goals. Water recycling mechanisms help conserve resources, especially in regions where water scarcity is a concern, making these solutions both economically and environmentally impactful. These technologies align with the industry's commitment to sustainable practices.

### **Emerging Trends in Hatchery Technology**

#### **1. In-Ovo Sexing:**

The development of in-Ovo sexing technology represents a major breakthrough for the layer industry. This technology allows the determination of chick sex before hatching, reducing the need for culling and improving operational efficiency.

#### **2. Non-Invasive Embryo Monitoring:**

Advances in monitoring the growing embryo through non-invasive methods provide real-time insights into embryo health. This innovation enhances animal welfare, efficiency, and product quality while addressing planning challenges.

### **Enhancing Efficiency and Worker Safety**

Efficient hatchery design is critical to optimizing operations. New facilities are built with one-way product flow to prevent cross-contamination among eggs, animals, people, and air. This design improves both bio security and overall efficiency. Additionally, modern incubators feature advanced insulation, door sealing, and monitoring software to optimize the incubation process. Automated cleaning and disinfection equipment, coupled with improved facility designs, further enhance bio security and reduce manual labour.

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Worker safety and comfort have also been prioritized in recent hatchery designs. Innovations include ergonomic working spaces, high-quality shower-in facilities, and well-equipped break rooms, ensuring a safe and comfortable environment for employees.

### Integration of Smart Monitoring Systems

Smart monitoring systems provide real-time data on critical incubation parameters such as temperature, humidity, and airflow. These systems enable quick adjustments to environmental conditions, ensuring optimal egg development. By offering immediate feedback, smart monitoring devices improve hatchability rates and reduce wastage.

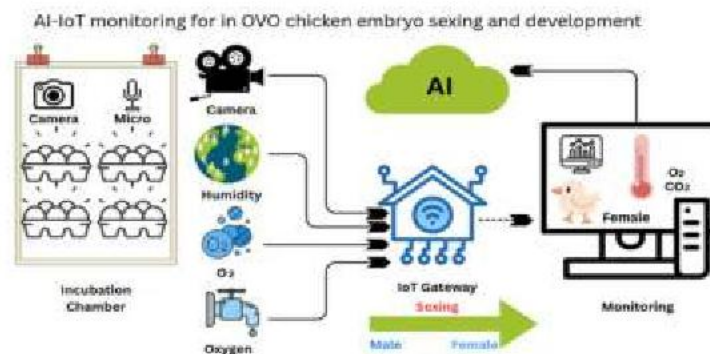
### Challenges in Implementing New Technologies

While technological advancements offer numerous benefits, their adoption is not without challenges. Initial investment costs, training requirements, and integration with existing systems can pose barriers for some poultry farmers.

Addressing these challenges requires careful planning and support from industry stakeholders.

### Conclusion

*The hatchery industry is undergoing a transformative phase, driven by advancements in technology and management practices. By embracing innovations such as automation, smart monitoring, and energy-efficient systems, poultry farmers can achieve greater efficiency, bio security, and sustainability. As the industry continues to evolve, staying ahead of emerging trends will be crucial for long-term success.*



## New Joining Announcement



### Glamac Strengthens Leadership with the Appointment of Mr. Shobit Kumar Sahu as International Business Manager

Glamac International Pvt Ltd, a leading company in Poultry Nutrition, is pleased to announce the appointment of Mr. Shobit Kumar Sahu as International Business Manager. In this role, he will be instrumental in managing and growing international business and contributing to the company's growth strategy.

Mr. Sahu is a postgraduate in Marketing from Mumbai University. He combines practical industry knowledge with a clear, results-driven approach and known for driving international sales, building strong partnerships, and expanding business across emerging markets. With a keen interest in global trade and long-term collaborations, Mr. Sahu will work closely with distributors and partners to deliver value-driven, science-backed solutions of Glamac. Focused and resilient, Mr. Sahu will strengthen Glamac global presence in contributing sustainable nutrition solution for poultry and aquaculture.

Throughout his career, Mr. Sahu has worked with some of the leading feed additives organizations in international markets.

With over 8 years of experience his roles have encompassed a wide range of responsibilities across global animal nutrition market in poultry, swine, ruminant, and aquiculture sectors. One of the notable milestones in Mr. Sahu's career was his 6+ year tenure at Vinayak Ingredients, a well-recognized name in the animal nutrition industry where he was actively involved in developing and managing distributor networks, identifying new business opportunities, and building long-term relationships with key stakeholders.

During this period, he played a key role in strengthening the company's international presence, particularly across LATAM and South East Asian markets.



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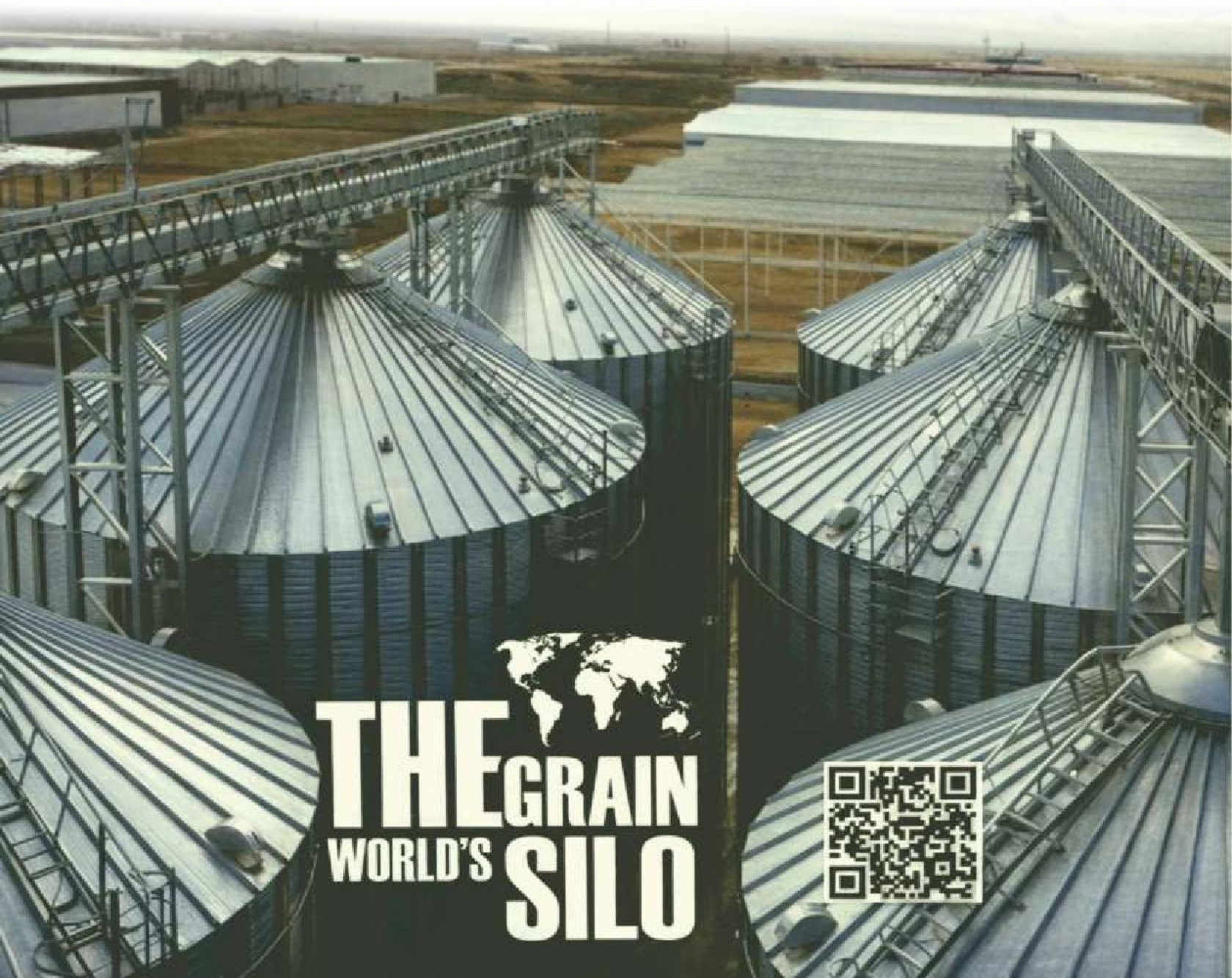


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# Summer Stress Management In Poultry



## Dr. Gautami Sarma<sup>1</sup>,

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## Abstract

Heat stress is a major environmental challenge in poultry production, especially in tropical and subtropical regions. It adversely affects growth, feed efficiency, reproduction, immunity, and overall productivity, leading to significant economic losses. Poultry birds are highly susceptible to high environmental temperatures due to the absence of sweat glands, high metabolic rate, and insulating feather cover. Effective management practices involving housing, nutrition, water, and general care are essential to mitigate heat stress and maintain optimal performance.

## Introduction

Poultry birds are homeothermic animals capable of maintaining a constant body temperature; however, their thermoregulatory efficiency is limited to a narrow range known as the thermoneutral zone (approximately 22–28°C). When environmental

temperature rises beyond this range, birds experience heat stress due to an imbalance between heat production and heat dissipation. Since birds lack sweat glands, they rely mainly on panting for evaporative cooling, which becomes ineffective under high humidity conditions. Consequently, heat stress leads to physiological, behavioural, and production-related disturbances, posing a serious threat to poultry farming.

## Causes of Heat Stress

Heat stress in poultry is primarily caused by high ambient temperature and humidity, poor ventilation, overcrowding, and heat generated from litter, roof, and surrounding environment. Additionally, metabolic heat produced within the bird's body further aggravates the condition.

## Physiological Changes in Poultry at Different Environmental Temperatures

As environmental temperature increases, poultry birds shift from normal physiological functioning to adaptive responses such as panting and reduced metabolism. However, prolonged or excessive heat exposure leads to acid-base imbalance, dehydration, oxidative stress, immunosuppression, and ultimately death. Temperature-wise physiological changes is essential for timely intervention and effective heat stress management.

### 1. Thermoneutral Zone (22–28°C)

Within this temperature range, birds maintain normal physiological functions without any stress. Feed intake, growth rate, egg production, and feed conversion efficiency remain optimal. Heat production and heat loss are balanced, and no additional energy is required for thermoregulation. Respiration rate and body temperature remain normal.

### 2. Mild Heat Stress (28–32°C)

As the temperature begins to rise above the thermoneutral zone, birds initiate mild physiological

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adjustments. There is a slight increase in respiration rate to facilitate evaporative cooling. Feed intake begins to decline gradually, while water consumption increases. Metabolic heat production is reduced as birds lower their activity levels. Hormonal changes start to occur, including mild activation of stress-related pathways. Although production is not severely affected at this stage, slight reductions in growth rate and egg size may be observed.

### **3. Moderate Heat Stress (32–35°C)**

At this stage, physiological stress becomes more pronounced. Birds exhibit increased panting to enhance evaporative heat loss, leading to excessive loss of carbon dioxide from the body. This results in respiratory alkalosis, where blood pH rises due to reduced CO<sub>2</sub> levels. Feed intake drops significantly (up to about 5% per °C increase), causing nutrient deficiency and reduced growth. Water intake increases markedly to compensate for fluid loss. Digestive efficiency declines, and absorption of nutrients such as proteins and minerals is impaired. Calcium metabolism is disturbed, which may affect eggshell quality in layers. Immunosuppression begins, increasing susceptibility to infections.

### **4. Severe Heat Stress (35–40°C)**

At higher temperatures, physiological disturbances become critical. Panting becomes rapid and continuous, leading to severe respiratory alkalosis and electrolyte imbalance. Blood bicarbonate levels decrease, further disrupting acid-base balance. Dehydration becomes evident due to excessive water loss, even though water intake is high. Oxidative stress increases, causing cellular damage. Hormonal imbalance, particularly elevated corticosterone levels, suppresses immune function and reduces productivity. Feed intake is drastically reduced, leading to poor growth, reduced egg production, and weight loss. Fertility and hatchability are also adversely affected. Birds may show signs of exhaustion and lethargy.

### **5. Extreme Heat Stress (>40°C)**

At extreme temperatures, the bird's thermoregulatory mechanisms fail. Panting is no longer sufficient to dissipate heat, especially under high humidity conditions. Body temperature rises rapidly, leading to hyperthermia. Severe dehydration, electrolyte imbalance, and circulatory collapse may occur. Cellular functions are disrupted, and vital organs begin to fail. Mortality risk is extremely high at this stage, and survival becomes the primary concern. Immediate cooling measures are necessary to prevent heavy losses.

#### **Impact on Poultry Production**

Heat stress has a profound negative impact on poultry production. Feed intake decreases significantly, resulting in poor weight gain and feed conversion efficiency. Egg production, egg weight, and eggshell quality decline due to disturbances in calcium metabolism. Fertility and hatchability are also affected. Moreover, birds become more susceptible to diseases due to immunosuppression, leading to increased mortality and economic losses.

#### **Methods of Heat Loss in Poultry**

Poultry birds dissipate heat through sensible and insensible methods. Sensible heat loss occurs via conduction, convection, and radiation, while insensible heat loss occurs mainly through evaporation during panting. When environmental temperature approaches body temperature, evaporative cooling becomes the primary mechanism of heat dissipation.

#### **Stress Management Strategies**

##### **1. Housing Management**

Effective housing management is essential for minimizing heat stress in poultry. The design and orientation of poultry houses should reduce heat gain and promote efficient ventilation. Ideally, sheds should be oriented in an east-west direction to limit direct sunlight exposure. Adequate ventilation facilitates the removal of hot and humid air while allowing fresh air circulation, thereby enhancing heat dissipation. The use of fans, foggers, and



sprinklers significantly reduces shed temperature and improves bird comfort. Roof insulation through thatching with agricultural waste or whitewashing with lime helps in minimizing heat absorption. Providing shade through plantation of trees around the shed and maintaining sufficient roof overhang further protects birds from direct heat. Avoiding overcrowding is also crucial, as it increases heat load and restricts airflow.

## **2. Water Management**

Water management is a critical component in combating heat stress, as birds rely heavily on water to regulate their body temperature. During summer, water intake increases substantially, often up to three to four times the feed intake. Therefore, a continuous supply of clean, cool, and fresh water must be ensured. Proper sanitation through regular cleaning of water lines and the use of disinfectants is necessary to prevent microbial contamination. The addition of water acidifiers helps maintain optimal pH and improves gut health. Supplementation of electrolytes such as potassium chloride, sodium bicarbonate, and ammonium chloride aids in maintaining acid-base balance and preventing dehydration. Keeping water tanks in shaded areas and frequently flushing pipelines helps maintain lower water temperatures.

## **3. Feeding Management**

Feeding management during summer plays a vital role in mitigating the adverse effects of heat stress, as feed intake is significantly reduced with rising environmental temperature. Therefore, feeding should be scheduled during the cooler hours of the day, such as early morning and late evening, to maximize consumption. Since birds consume less feed, it becomes essential to increase the nutrient density of the diet rather than simply increasing the quantity. Energy requirements should be met by incorporating fats or oils instead of carbohydrates and proteins, as fats produce less metabolic heat during digestion.

The inclusion of phytochemicals, particularly plant-

derived polyphenols such as anthocyanins, has gained importance in recent years due to their antioxidant, anti-inflammatory, and immunomodulatory properties. These compounds help in reducing oxidative stress and improving the overall health status of birds under high temperature conditions.

Vitamin supplementation, especially Vitamin C and Vitamin E, is highly effective in combating heat stress. Vitamin C acts as an anti-stress agent and helps in maintaining normal physiological functions by reducing corticosterone levels and improving immunity. It also supports collagen metabolism and enhances growth performance. Vitamin E, being a potent antioxidant, protects cellular membranes from oxidative damage caused by free radicals and helps maintain tissue integrity and immune function during stress conditions.

Among feed additives, betaine plays a significant role as an osmolyte, helping maintain cellular water balance and osmotic pressure during heat stress. It also acts as a methyl donor, improving metabolic efficiency and supporting growth performance. Betaine enhances the bird's ability to retain water within cells, thereby preventing dehydration and improving tolerance to high temperatures.

The use of probiotics and prebiotics is also highly beneficial under heat stress conditions. Probiotics, particularly *Lactobacillus* species, help in maintaining gut microflora balance, improving nutrient absorption, and reducing the production of harmful metabolites. They also regulate stress hormones such as corticosterone and reduce inflammatory responses. Prebiotics, such as mannan-oligosaccharides (MOS) and  $\beta$ -glucans, promote the growth of beneficial gut bacteria and enhance immune responses. The combined use of probiotics and prebiotics (synbiotics) further improves gut health, feed efficiency, and disease resistance in heat-stressed birds.

Supplementation with compounds such as ammonium chloride, potassium chloride, and

sodium bicarbonate helps restore this balance. Antioxidants reduce oxidative damage, while chelated trace minerals improve nutrient utilization and metabolic efficiency. Additionally increasing amino acids, vitamins, and minerals by 10–15% compensates for nutritional deficiencies. The inclusion of feed additives such as probiotics, prebiotics, essential oils, and betaine enhances gut health, improves feed efficiency, and strengthens the birds' resistance to heat stress. Overall, strategic dietary modifications along with the inclusion of functional feed additives not only help in maintaining production performance but also improve the resilience of poultry birds against heat stress during summer.

#### 4. Litter Management

Proper litter management is important for maintaining a suitable microenvironment within the poultry house. During summer, litter temperature tends to rise, contributing to heat stress. Maintaining an appropriate litter depth of about 2–3 inches help regulate temperature and moisture levels. Excessively dry litter increases dust, while overly wet litter promotes ammonia production and microbial growth, both of which negatively affect bird health. Therefore, maintaining moderate moisture in the litter is essential for ensuring bird comfort and preventing respiratory issues.

#### 5. General Management

General management practices also play a vital role in reducing heat stress. Providing additional floor space, usually around 10% more during summer, helps prevent overcrowding and improves airflow. Activities such as transportation, vaccination, and debeaking should be carried out during cooler parts of the day to minimize stress. The use of foggers and cooling systems can significantly lower shed temperature. In extreme cases, severely heat-stressed birds may be given immediate relief by briefly exposing them to cool water, ensuring their head remains above water. Maintaining proper biosecurity and preventing the entry of wild birds is also important to reduce disease risk during stress conditions.

#### Conclusion

*Heat stress is a major limiting factor in poultry production, particularly in hot climates. It negatively affects bird health, welfare, and productivity, leading to substantial economic losses. However, effective management strategies involving proper housing, nutrition, water supply, and environmental control can significantly reduce its impact. Early recognition of stress symptoms and timely implementation of preventive measures are essential to ensure optimal performance and profitability in poultry farming during summer.*

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# Advanced Summer Stress Management in Broilers



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DGM – Technical,

Venkateshwara B. V. Biocorp Pvt. Ltd.



**Dr. Sanjay Deshpandey**

AGM,

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**Dr. Siddhi Velhal**

Product Executive

Venkateshwara B. V. Biocorp Pvt. Ltd.

**Summer** poses a major challenge to broiler production due to elevated environmental temperatures. Heat stress during this period can reduce feed intake, slow growth, suppress immune function, and compromise overall flock health. If not managed effectively, it may lead to poor flock uniformity, increased mortality, reduced productivity, and substantial economic losses. A comprehensive, stage-wise management program is therefore essential to sustain performance during hot weather.

## 1) Brooding Management (0–14 Days)

The brooding phase is the foundation of broiler performance. Strong brooding management supports early chick vitality, better body weight gain, and improved feed efficiency. In summer, chicks are highly sensitive to temperature fluctuations. **Excess heat during the first week** can quickly cause dehydration, leading to weak chicks, uneven growth, and long-term uniformity issues. Maintaining **optimal brooding temperature and comfort** is critical.

### Key Practices

- **Temperature control:** Maintain target brooding temperatures and monitor chick behavior for comfort cues (even distribution, active movement, steady feeding and drinking).
- **Ventilation from day one:** Ensure adequate air exchange to remove heat, moisture, and

ammonia—**without** creating direct drafts on chicks.

- **Extra floor space:** Compared to cooler seasons, providing slightly more space helps reduce heat buildup and improves chick comfort.
- **Chick equipment only:** Use **chick feeders and drinkers** to ensure easy, continuous access to feed and water.
- **Controlled brooding systems:** Electric or gas brooders provide more consistent heat distribution and better regulation than uncontrolled heating methods.
- **Avoid overcrowding:** High stocking density intensifies heat stress and reduces access to feed and water.

### Early Heat-Stress Signs in Chicks

Watch closely for:

- Panting
  - Dullness or lethargy
  - Wings spread away from the body
  - Reduced feed intake
  - Chicks moving away from heat sources and clustering near cooler areas
- Immediate Corrective Actions If stress signs appear:
- Increase ventilation and airflow without chilling chicks.
  - Keep side curtains appropriately open to release trapped heat and ammonia.



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- Ensure unrestricted access to cool, clean water to prevent dehydration.

## 2) Growing Management (15 Days to Market)

As broilers grow, their ability to tolerate heat declines. Larger birds produce more metabolic heat and are more susceptible to heat stress, making **space, resource access, and handling practices especially important.**

### Key Practices

- **Provide adequate floor space early:** Expand space at the earliest to prevent overcrowding later.
- **Resource availability:** Maintain enough feeders and drinkers to reduce competition and ensure uniform intake.
- Improve uniformity: Separate weak or smaller birds to support growth and reduce stress from competition.
- Schedule stressful activities wisely: Vaccination and routine procedures should be done during cooler hours (early morning or late evening).
- Minimize handling of heavy birds: Higher body weight birds are more vulnerable—avoid weighing, moving, or catching during peak day time heat to prevent heat exhaustion and mortality.

## 3) Feeding Management

High temperatures reduce feed intake, directly affecting growth rate and feed conversion. Feeding programs must aim to maximize intake during cooler periods and reduce metabolic heat production during peak heat.

### Practical Feeding Strategy

- Feed during cooler hours: Offer most of the feed

early morning and late evening, when birds are more active.

- **Midday feeder management:** During peak heat, feeders may be temporarily lifted or feeding controlled to reduce metabolic heat production and provide birds more resting space.
- **Adequate feeder space:** Ensure sufficient feeder access to support uniform consumption across the flock.
- Use structured feeding approaches when needed: Controlled or phase feeding can help optimize nutrient utilization and reduce heat load, particularly in high-risk flocks.

## 4) Water Management

Water is essential for thermo regulation and maintaining electrolyte balance during summer. In heat stress conditions, water intake rises sharply—so quantity, quality, and temperature become critical.

### Key Practices

- **Continuous supply:** Ensure 24/7 access to **clean, cool water.**
- **Manual systems:** Replace water multiple times daily to keep it fresh and cooler.
- **Nipple systems:** Flush lines regularly to prevent water warming in pipelines.
- **Water quality focus:** Low groundwater levels can increase contamination risk. Routine water sanitation and monitoring are essential.
- **Acidification:** Water acidifiers can help maintain hygiene by lowering pH and supporting gut health.
- **Supportive supplementation:** Electrolytes, probiotics, and Vitamin C through drinking water can improve hydration, reduce oxidative stress, and enhance resilience under heat stress.

## 5) Shed Management

Housing and environmental control can significantly reduce heat load on birds. The goal is to limit radiant heat, improve air exchange, and enhance evaporative cooling where appropriate.

### Cooling and Housing Practices

- **Roof insulation:** Use locally available materials (paddy straw, coconut leaves, etc.) to reduce internal temperature.

- **Protect water tanks:** Shade external tanks and cover them with wet gunny cloths to prevent water heating.
- **Cooling interventions:** Use roof sprinklers, foggers, or misting systems to help regulate shed temperature.
- **Wet curtains:** Hang wet gunny curtains along sidewalls to enhance evaporative cooling.
- **Reduce direct sunlight:** Ensure proper shed orientation and shading to minimize radiant heat entering during peak hours.

### Litter and Biosecurity

- **Maintain good litter quality:** Keep litter as dry as possible. Excess moisture increases humidity and ammonia, worsening heat stress and respiratory load.
- **Strict biosecurity:** Follow strong biosecurity measures consistently to prevent disease outbreaks, which become more damaging during heat stress periods.

### Conclusion

Effective summer management in broilers requires an integrated approach across brooding, growing, feeding, water, and shed management. By applying these practical, science-based strategies, producers can minimize heat stress, protect flock health, maintain uniformity, reduce mortality, and sustain consistent performance—even under extreme summer conditions.



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# Glamac International Private Limited Hosts Successful Annual Meeting 2025-2026 in Munnar, Kerala



Glamac International Private Limited, a leading name in the Poultry Nutrition Industry in India, successfully concluded its Annual Meeting for the fiscal year 2025-2026. Held from April 9th to April 12th, 2026, at the Sterling Resorts, Munnar. The event brought together company's all top executives, sales & operation leaders, and technical experts from India, Nepal, and Bangladesh to review the performance, unveil new products, and outline strategic goals for the upcoming year.

The meeting featured comprehensive sessions on the company's performance, future strategies, and key innovations. Among the highlights were the much-anticipated "Way Forward 2026-2027" insight delivered by Managing Director **Mr. Abir Mukherjee**, followed by **Forey into international business** - Conducted by **Mr. Shobit Kumar Sahu**, International Business Manager. The most interactive part of the meeting was VAP, our recently launched sensational product developed through SenMu Taiwan for "Viral Defence" as feed additive and water-soluble powder presented by **Dr. Sumon Nag Chowdhury**, AGM- Technical and Marketing. **Mr. Dinesh Kumar Singh** Corporate Trainer Farmall NutriconnectLLp. was the guest of honour where he conducted a highly interactive sales orientation training.

The event also included **Sales Review 2025-26** by **Dr. Manish Chaurasia**, AGM -Sales & Marketing and **Dr. Sumon Nag Chowdhury**, AGM -Sales and Technical followed

by **Budget 2026 - 2027** led by **Mr. Sujit Jadhav**, Sr. Manager- Finance & Operations.

**Recognizing Excellence:** The Annual Meeting celebrated the dedication and outstanding performance of the Glamac team with a prestigious **Award Ceremony**. Notable accolades included:

**Long Service Award:** Mr. Rohit Gulati & Mr. Prashant Jangam

**Glamac Superstar Award FY 2025-2026:** Mr. Navnath Bankar, Area Manager -Pune

**Crowning Achievement Award FY 2025-2026:** Mr. Sushil Aryal -Nepal & Mr. Rohit Gulati -Chandigarh

**MD Award FY 2025-2026:** Mr. Sujit Jadhav -Sr. Manager - Finance & Operations

**Top Performer Award FY 2025-2026:** Dr. Sumon Nag Chowdhury- AGM & Mr. Satish Nikam-Dy. Manager -Finance & Accounts

**Management Award for Commitment & Sincerity:** Dr. Rajesh Reddy, Product Manager & Dr. Manish Chaurasia, AGM

**Beyond the Boardroom:** The annual meet seamlessly blended business with leisure. Attendees enjoyed a spectacular **Sightseeing in Munnar Hill Station** & experienced the vibrant **Kathakali Dance** along with **Kalaripayattu show** in Munnar.

**A Vision for the Future:** Glamac is expanding international business and has strengthened its leadership team with the appointment of **Mr. Shobit Kumar Sahu** - International Business Manager and focused to be a 100 Cr. Company in the next three years. The Annual Meeting 2025-2026 was a resounding success, reinforcing Glamac leadership and vision for a future of sustainable growth and innovation.

"Our Annual Meeting is a testament to our commitment to innovation, collaboration, and excellence," said **Mr. Abir Mukherjee**, Managing Director of Glamac International Pvt Ltd. "As we move forward into FY 2026-2027, we remain focused on innovative products, delivering exceptional solutions and fostering global partnerships & sourcing.

**Media Contact:** Dr. Rajesh Reddy, Product Manager, Glamac International Private Limited





## Vetline Concludes Annual General Meeting 2025-2026 with Strategic Vision



Vetline, a division of Simfa Labs Private Limited and a prominent player in India's animal healthcare sector, successfully concluded its Annual General Meeting for the financial year 2025-2026. The event was held from April 2-4, 2026, at Hotel Ramada Encore, Indore.

The meeting convened senior leadership, sales heads, and technical experts from across the country to review organizational performance, introduce new product and define strategic priorities for the upcoming financial year.

The agenda featured a series of comprehensive and forward-looking sessions. A key highlight was the "Way Forward 2026-2027" address delivered



by Director, Mr. Dilraj Singh Bhatia and Executive Director, Mr. Sumeet Singh Bhatia, outlining the company's long-term vision and growth roadmap. This was followed by in-depth Sales Review for FY 2025-2026 & Sales forecast for FY 2026-2027 & product launch presentation led by Dr. Amit Kumar Patra, General Manager-Sales & Marketing. Marketing strategy discussions, including digital transformation initiatives, were presented by Prafulla Shukla, National Sales Manager. The program also included a leadership development workshop conducted by business consultant Manoj Nair, which received strong engagement and positive feedback.

### Innovative Products launch

As part of its commitment to advancing poultry healthcare, Vetline introduced two new products—Immunity+ focused on improving immunity & TRI-O-GUT to improve intestinal health and enhancing overall performance. These innovations reflect the company's continued emphasis on developing effective, science-driven solutions for the poultry industry.

### Recognizing Excellence

The Annual Meeting also celebrated outstanding employee contributions through a prestigious award ceremony.

### Forward Outlook

In their closing remarks, the leadership reaffirmed Vetline's commitment to innovation, operational excellence, and collaborative growth. As the company enters FY 2026-2027, it remains focused on strengthening its product portfolio, expanding strategic partnerships, and enhancing its leadership capabilities to drive sustained success.

The Annual Meeting concluded successfully, reinforcing Vetline's strategic direction and its commitment to delivering value-driven solutions to the poultry healthcare industry.



# BHARAT POULTRY EXPO 2026 LUCKNOW



Tezasvi Events has always been driven by a deep commitment to the growth and welfare of the poultry industry across Bharat. Our mission is simple yet profound: to ensure that poultry farmers—irrespective of religion, caste, or creed—receive maximum benefit, exposure, and opportunities to grow. For us, the development of the industry as a whole is the only priority.

In pursuit of this goal, Tezasvi Events has been organising meaningful and impactful poultry expos across various regions of the country. These expos bring together equipment manufacturers, pharmaceutical companies, hatcheries, feed producers, traders, R&D experts, and eminent veterinarians under one roof, creating a powerful platform for knowledge

exchange, business growth, and industry advancement.

To date, we have successfully conducted **twenty-eight exhibitions** across Bharat. Each event has matched or surpassed the success of the

previous one, earning appreciation from exhibitors, visitors, and industry leaders alike.

The success of our expos is largely due to the **unstinted support and patronage** of equipment manufacturers, pharma companies, hatcheries, feed manufacturers, and traders who have stood by us throughout our journey. Their encouragement strengthens our resolve and doubles our commitment to serving the poultry sector with renewed zeal.

We also draw inspiration from the vision of **Dr. B. V. Rao**, the Doyen of the Indian poultry industry, who believed that poultry entrepreneurship should flourish in every village, town, and city across the nation. His philosophy continues to guide our efforts.

We have just concluded our **28th edition and sixth one at Lucknow, Uttar Pradesh**, and the response was truly heartening. Exhibitors and several eminent personalities who attended the expo shared their valuable





feedback and appreciation. We are pleased to present their reflections for the benefit of our valued readers and followers of our magazine.

**Lucknow** witnessed the grand opening of Bharat Poultry Expo 2026, with a strong focus on new technologies, innovation, and future opportunities in the poultry sector.

The Bharat Poultry Expo 2026, being held from April 4 to 6 at Gomti River Front, Chaupati near 1090 Chauraha, Lucknow, began on a magnificent note. A large number of industry experts, entrepreneurs, and farmers from across Uttar Pradesh and India participated in the event. The expo features stalls by several renowned companies showcasing modern poultry technologies, advanced equipment, and innovative solutions, creating new business opportunities for farmers and entrepreneurs.

The Additional Chief Secretary, Animal Husbandry, Uttar Pradesh, Mr. Mukesh Kumar Meshram (IAS), was honoured as the Chief Guest at the event. In his address, he said that in a vast state like Uttar Pradesh, similar sector-specific events should be organized across different regions so that more people can benefit. He highlighted that the state currently consumes around 50 million eggs every day, and this demand is expected to rise further with increasing awareness about protein consumption.

He emphasized that the poultry sector will play a crucial role in achieving the development goals of 2030 and 2047 and stressed the need to connect youth and women with this industry while ensuring that modern technologies reach every village. He also pointed out the importance of scientifically breaking myths such as "eggs are harmful during summer."

The dignitaries present on the stage included organizer B. V. Shivshankar, Dr. Manoj Shukla, President, People for Poultry, Dr. P. K. Shukla, Dean, Mathura University, Dr. A. U. Qidwai, Ex-Dy Director, Animal Husbandry, Dr. Mahesh Gupta, Venkateshwara Group, Dr. Sharad Kumar Singh, President, Broiler Integrator Association of Uttar Pradesh, Mr. Ricky Thapar, Joint Secretary, Poultry Federation of India, Mr. Selvam Kannan, Advisor, Value Consultants, Hyderabad, Mr. Ali Akbar, Mr. V. P. Singh, President, Kukkut Vikas Samiti, Mr F. M. Sheikh, President, Poultry Farmers Broiler Welfare Federation, Kanpur and Dr. Brijesh Kumar Tripathi, Deputy Director, Animal Husbandry, among several other eminent guests who shared their insights.

Dr. Pankaj Shukla, Dean, Mathura University stated that Uttar Pradesh is soon set to become a leading state in poultry production, and that this sector will play a vital role in addressing the country's





malnutrition challenges.

Mr. Ricky Thaper, Joint Secretary of the Poultry Federation of India, appealed to stakeholders to adopt biogas and solar plants, keeping environmental sustainability in mind. He said that the poultry sector in Uttar Pradesh is growing rapidly, and everyone should take advantage of this momentum.

A large number of visitors attended the expo to understand emerging technologies and business possibilities, making this event a significant step toward the growth and modernization of the poultry industry.

The second day of Bharat Poultry Expo 2026 witnessed a strong focus on technical advancement and industry growth. The event has drawn poultry experts, scientists, entrepreneurs, and farmers from across the country, making it a key platform for knowledge exchange and business opportunities. Dr Manoj Shukla apart from playing anchor role, has also acted as convenor for the session. The well attended farmers, doctors and scholars listened the following topics with utmost care and attention

Prof. (Dr.) P.K. Shukla, former Dean of DUVASU, Mathura, emphasized sustainable poultry production in India, stressing the importance of balancing productivity with environmental responsibility.

Dr. Dharendra Kumar from Bangalore spoke on managing IBH and Avian Influenza (Bird Flu), highlighting modern prevention and control strategies.

Experts from Venkys India Ltd., Dr. V.K. Sharma and

Dr. Rakesh Gupta, discussed feeding strategies for layers to achieve longer laying cycles and optimized production, offering practical solutions for improving efficiency.

Addressing regional challenges, Dr. A.U. Qidwai, Ex-Joint Director – Poultry, A.H. Department, Govt. of U.P., elaborated on the major issues faced by poultry farmers in Uttar Pradesh.

Dr. Brijesh Kumar Tripathi, Deputy Director (Poultry), A.H. Department, Govt. of U.P., presented insights into the UPPoultry Development Policy-2022, outlining government support and future opportunities.

Lucknow-based poultry consultant Dr. Praveen K. Singh focused on precision nutrition for higher profitability, explaining how balanced feed management can significantly enhance output.

Dr. Manoj Shukla also highlighted the importance of vaccination and biosecurity in ensuring profitable poultry farming.

Dr. Shabbir Ahmed Khan shared strategies to transform Uttar Pradesh's poultry industry by learning from successful models in other states.

Adding a broader perspective, Mr Selvan Kannan, Advisor, Value Consultants, Hyderabad, guided farmers on strategic planning under current global challenges, encouraging adaptive and forward-thinking approaches.

Experts collectively agreed that Uttar Pradesh is rapidly emerging as a strong player in the poultry sector. With the adoption of scientific practices, modern technologies, and effective policy implementation, the sector has the potential to

become a major contributor to employment generation and nutritional security.

The expo floor is buzzing with activity, as visitors explore stalls showcasing advanced machinery, feed technologies, vaccination systems, and biosecurity solutions. The event continues to open new avenues for growth, innovation, and collaboration in the poultry industry.

The day three was witnessed with a colourful valedictory function wherein all the exhibitors were presented with mementos by Dr Sharad Kumar Singh, Dr Dharendra Kumar, Mr Ajay Mehrotra and Mr B V Shiv Shankar.

This time also as usual we have arranged to honour with three best decorated stalls and arranged a committee under the leadership of Dr Manoj Shukla to decide the best of three. The committee has declared the three winners out of total decorated stalls as under:

1. Venkateshwara Group
2. Adventis Bio Lab & Vesper Group (Joint winners)
3. Sapan Feeds & Devee Nutri International Not to undermine other decorated stalls, the committee has also declared the "Appreciation Award" to them as under:

1. Avetis Animal Care
2. Aadhya Biological
3. Hexa Biopharma Solutions

Tezasvi Events extends its profound gratitude to the

esteemed sponsor for their invaluable contribution to the success of our event. profusely express their sincere gratitude to the following sponsors for their contribution to the success of our event.

1. Vesper Group - Gold Sponsor
2. Sylon Bio-Pharma Pvt Ltd., - ID Badge Sponsor

We express our sincere appreciation and gratitude to the V.H. Management for its wholehearted support, which played a pivotal role in making the expo a grand success in this region. We also convey our heartfelt thanks to all the exhibitors for their continued patronage, active participation and unwavering support. It is truly their presence and involvement that transformed the expo into a remarkable and memorable event.

The expo concluded on a highly satisfactory note, reinforcing our commitment to delivering value to the industry and all our stakeholders.





## Glimpses of VIV Select India 22-24 April, 2026



Marking a New Chapter for the India's Poultry and Livestock Sector, the Global expertise meets local partnerships, at the three-day VIV Select India Exhibition – a complete feed-to-food platform for India's fastest-growing agribusiness sector – VIV Select India 2026 Exhibition was inaugurated today April 22, 2026, by Shri Mahipal Dhanda Ji, Honourable Education Minister, Government of Haryana, H.E. Ms. Marisa Gerards, Ambassador of the Kingdom of the Netherlands, Dr. SK Dutta, Department of Animal Husbandry & Dairying, Government of India Mr. Jeroen van Hooff, President & CEO of Royal Dutch Jaarbeurs and VNU Group, Mr. Ranpal Dhanda, President, Poultry Federation of India, along with distinguished guests, President of National and State level Poultry and Livestock Associations and Poultry Industry stakeholders.

VIV Select India 2026 from 22-24 April 2026 at Yashobhoomi Convention and Expo Centre, New Delhi, introduced the globally established VIV Worldwide platform to the Indian market for the first time. The three-day business-to-business exhibition brings together international and domestic suppliers, industry leaders, and decision-makers at a pivotal moment for India's rapidly expanding animal protein sector. Organised by VNU Exhibitions Europe, the international division of Royal Dutch Jaarbeurs, in strategic partnership with Poultry Federation of India, VIV Select India has been developed as a long-term platform to support technology transfer, business growth, and international collaboration within India's livestock and animal protein industries.

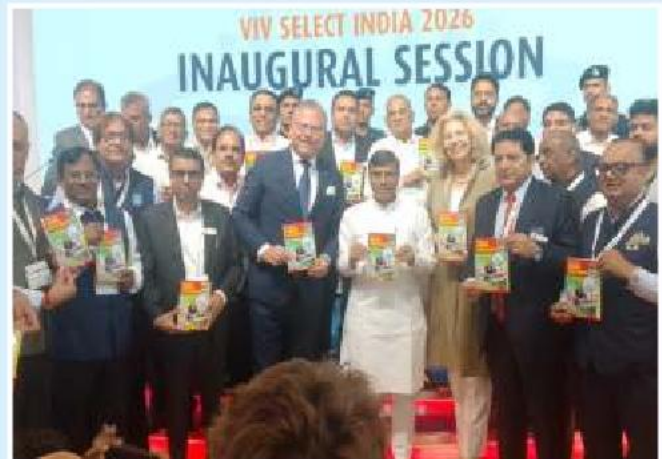


The exhibition floor presents a comprehensive cross-section of technologies and services designed to enhance productivity, efficiency, sustainability, and product quality across animal protein production. Visitors are finding solutions ranging from automation and precision systems to animal health, biosecurity, processing, and digital tools.

Patrick van Rooij, Project Manager - VIV Select India shared, "The poultry and livestock sectors are entering a phase where scale must be matched by efficiency, resilience, and smarter use of technology. VIV Select India has been developed to support that shift—by connecting the value chain, facilitating knowledge exchange,

and giving professionals direct access to solutions that work in real production environments. This platform is as much about dialogue and learning as it is about business. Our goal is to create conversations that lead to stronger partnerships, better decisions, and long-term value for the industry as a whole."

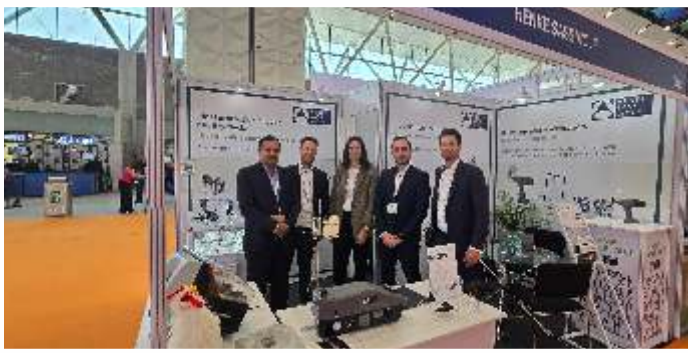
VIV Select India 2026 has been designed as a true space for learning and meaningful business connections, enabling in-depth discussions and negotiations in a friendly environment that fosters high-quality partnerships, particularly within poultry and livestock sector.

















## Dr. S.K. Maini, Completes 50 Yrs. with Livestock and Poultry Industry

M. 98480-14071



With great pleasure, satisfaction and having touched several milestone during this journey over period of time, I wish to thank all my teacher's,

senior's, colleagues, junior's, well wisher's, farmer's, friends, industry personalities big and small, with whom I worked or was associated with over the years, and all those who helped me to achieve many of my goals during this journey.

I have completed 50 Years in this livestock and poultry industry, out of which 25 Yrs., I rendered my services to the industry through Vesper Group, Bengaluru, for which I am grateful to Dr Suresh Sharma and thankful to Mr P. Vijay. N. Raju, (affectionately known as Vesper Vijay in the industry) with whom I have been associated since last 45 Yrs, and all my colleagues at the Vesper Group, and Vesper Distributors throughout the country, with whom I was directly or indirectly connected.

I, Dr. Surinder Kumar Maini, completed my graduation (B.V.Sc) from Andhra Pradesh Agricultural University, Hyderabad in 1975. Worked in the AP State Animal Husbandry Dept. for a year, then returned to the Agricultural University for my Post Graduation (M.Sc-Poultry Science) with an ICAR Junior Research Fellowship, completing it in 1978, with H.E.H. The Nizam's Gold Medal for highest OGPA (Overall Grade Point Average).

After completion of the post graduation, I joined the Agricultural University as a Research Assistant in the Department of Poultry Science and was posted as Asst. Farm manager of the AICRP (All India Coordinated Research Project for Poultry on Eggs), Rajendernagar, Hyderabad.

I, then moved to M/s BLV Hatcheries at Shamshabad, as a Technical Manager, in charge of the parent stock farm and hatchery, a franchisee of M/s Essex Farms, New Delhi, a breeding associate of M/s Euribred, Holland, for Hisex White Layers and Hybro Broilers.

Then shifted to M/s Singh Poultry Pvt. Ltd., Shamshabad, as Technical Manager, an associate of M/s Rani Shavers, New Delhi, who were the Indian associate's of M/s Shavers Poultry Breeding Farms, Cambridge, Ontario, Canada.

An the above two assignments, I looked after the Layer and Broiler Parent Stock management, feeding, breeding, health care, vaccinations and disease control, and hatchery operations.

During 1984-85, I started my own breeding farm and hatchery unit, near Shameerpet, on the outskirts of Hyderabad, one of the very few in India to breed a variety of colored birds and Japanese Quails for the local market, this activity continued till 2012.

My next assignment was with M/s Basik Breeders Ltd., Hyderabad, I was deputed to M/s Shavers Breeding Farms, Cambridge, Ontario, Canada, for an on the job training to manage the Pure Lines and GGPS, their feeding, breeding, management and disease control. While at Cambridge, I was fortunate to spend time with Dr John D Summer's (Nutritionist) at University of Guelph, Dr Nuhad Dagir (Consultant Nutritionist) at Shaver's and Mr Chris Fowler management specialist, (who was earlier technical person from Shavers looking after their interests in South East Asian operations including India). During this assignment the Shavers white layers and Star Bro broilers were Introduced to the Indian Market.

I, then moved to M/s Bovns Poultry Breeders, Hyderabad, was responsible for the starting of the Pure Line and GGPS farm operations and was responsible for the introduction of the Bovans layers and Hypeco broilers in the Indian market.

I, then moved to M/s Star Chick Specialities, a chicken processing plant, a unit of Mr Harbans Singh Nagpal (Singh Poultry Group) to process approximately 1600 birds per hour, was instrumental in its construction and operations from the scratch.

As a poultry consultant, over period of time, I guided and advised many hatcheries and breeder units, like the M/s. Singh Poultry, Avion Hatcheries, Vishakha Hatcheries, SSA Hatcheries, SSN Breeding Farms and Hatcheries, Venus Hatcheries, many Emu farms and hatcheries, Quail, Turkey's and Duck Breeding farms

From Poultry breeding and hatcheries, I moved to Pharmaceuticals, first joined M/s Solvey BE Animal Health Ltd., as its Dy, Gen Manager, based in Hyderabad, was instrumental in starting the Poultry Vaccine Production Unit at Gagan Pahad, Hyderabad in association with M/s Solvay of USA.

Finally I shifted to M/s Vesper Group, Bengaluru, as its Gen Manager-Technical, during 1999 and continued till end of March 2025.

During these 50 Yrs of service to the poultry industry, I has been guiding poultry farmers and hatcheries in several parts of the country, solving their management, nutrition and disease related problems, have published several papers in popular poultry magazines for the benefit of the new and old poultry farmers, I have trained several persons for various positions in the poultry industry including Veterinarians.

The knowledge and experience gained over the years, will be shared with the new comer's in the industry in future, as was done in the past. I am only a phone call away, and always willing to help the needy.

Henceforth, I will be a free lancer consultant for the poultry and livestock farms and also for the veterinary pharma companies and can be contacted on my e-mail: skmaini@yahoo.com



# Uttar Pradesh Poultry Conclave 2026



## Introduction

The Uttar Pradesh Poultry Conclave 2026 stands as a landmark event aimed at strengthening and transforming the poultry industry in one of India's most populous and agriculturally significant states. With poultry farming emerging as a key contributor to rural income, employment generation, and nutritional security, this conclave serves as a vital platform for knowledge exchange, innovation, and collaboration.

The event brings together a diverse group of stakeholders, including poultry farmers, agribusiness companies, veterinarians, policymakers, researchers, and entrepreneurs. It is designed to address the evolving needs of the industry while promoting sustainable and profitable poultry farming practices.

## Objective of the Conclave

The primary objective of the Uttar Pradesh Poultry Conclave is to create awareness and provide practical solutions to the challenges faced by the poultry sector. The event focuses on empowering farmers with modern techniques, enhancing productivity, and ensuring better market access.

## Key objectives include:

- Promoting scientific and modern poultry farming practices
- Encouraging the adoption of advanced technologies
- Addressing challenges such as disease control and biosecurity
- Providing insights into government policies and subsidies
- Creating networking opportunities for stakeholders
- Supporting entrepreneurship and start-ups in the poultry sector
- Importance of Poultry Industry in Uttar Pradesh

Uttar Pradesh has witnessed significant growth in poultry farming over the past decade. The increasing demand for eggs and poultry meat, coupled with rising awareness about protein-rich diets, has driven the expansion of this sector.

## Poultry farming offers several advantages:

- Quick returns on investment
- Employment opportunities in rural areas



- Contribution to food and nutritional security
- Support to small and marginal farmers

Despite its growth, the sector still faces challenges such as fluctuating feed prices, disease outbreaks, lack of awareness, and limited access to advanced technologies. The conclave aims to address these issues and provide sustainable solutions.

### Chief Guest and Dignitaries

The conclave is honored by the presence of distinguished guests and industry leaders.

- Chief Guest: [Insert Name – e.g., Hon'ble Minister of Animal Husbandry, Uttar Pradesh]

The Chief Guest plays a crucial role in highlighting government initiatives, policy frameworks, and future plans for the development of the poultry sector in the state.

### Other dignitaries include:

- Senior government officials
- Veterinary experts
- Representatives from leading poultry companies
- Agricultural scientists and researchers

Their presence adds value to the conclave by offering insights, guidance, and inspiration to participants.

### Key Highlights of the Conclave

The Uttar Pradesh Poultry Conclave 2026 is designed to be dynamic, informative, and interactive. Some of the major highlights include:

#### 1. Technical Sessions

Experts deliver detailed presentations on:

- Poultry nutrition and feed management
- Disease prevention and biosecurity
- Breed selection and productivity improvement

#### 2. Panel Discussions

Interactive discussions involving industry leaders on:

- Market trends and pricing challenges
- Export opportunities
- Future of poultry farming in India

#### 3. Exhibition Zone

A dedicated exhibition area showcases:

- Advanced poultry equipment



- Feed products and supplements
- Healthcare and veterinary solutions

#### 4. Workshops and Training

Hands-on sessions help farmers learn:

- Farm management techniques
- Cost optimization strategies
- Use of modern tools and technology

#### 5. Networking Opportunities

Participants get the chance to:

- Connect with suppliers and buyers
- Explore partnerships
- Build business relationships
- Role of Technology in Poultry Farming

**Technology plays a transformative role in modern poultry farming. The conclave emphasizes the importance of adopting innovative solutions such as:**

- Automated feeding and watering systems
- Climate-controlled poultry houses
- Data-driven farm management tools
- Mobile apps for monitoring flock health

These technologies help improve efficiency, reduce costs, and increase overall productivity.

#### Government Initiatives and Support

**The Government of Uttar Pradesh is actively supporting the poultry sector through various schemes and policies. The conclave provides a platform to educate farmers about:**

- Subsidies for poultry farm setup
- Financial assistance and loans
- Training and skill development programs



- Insurance schemes for livestock

These initiatives aim to encourage more farmers to enter the poultry business and expand their operations.

#### Challenges and Solutions

**While the poultry industry is growing rapidly, it faces several challenges:**

##### Challenges:

- Disease outbreaks such as avian influenza
- Rising feed costs
- Lack of awareness among small farmers
- Market price fluctuations

##### Solutions Discussed in the Conclave:

- Strengthening biosecurity measures
- Promoting locally available feed alternatives
- Providing training and education
- Improving supply chain and market access

The conclave acts as a problem-solving platform where experts and farmers collaborate to find practical solutions.

#### Opportunities for Entrepreneurs

**The poultry sector offers immense opportunities for young entrepreneurs. The conclave encourages startups and new entrants by highlighting:**

- Low to moderate investment requirements
- High demand for poultry products
- Scope for value-added products (processed chicken, eggs, etc.)

Export potential

Entrepreneurs are guided on how to start and scale their poultry businesses successfully.

## Impact on Rural Economy

**The poultry industry plays a significant role in boosting the rural economy of Uttar Pradesh. It:**

- Generates employment
- Enhances income levels of farmers
- Supports allied industries such as feed manufacturing and logistics
- Contributes to overall agricultural growth

The conclave reinforces the importance of poultry farming as a tool for rural development and economic empowerment.

### Conclusion

*The Uttar Pradesh Poultry Conclave 2026 is more than just an event—it is a movement towards transforming the poultry industry into a modern, sustainable, and profitable sector. By bringing together knowledge,*











**Chickens that otherwise get enough to eat typically won't eat anything that's bad for them. Or at least they are unlikely to eat enough to make them sick. And feeding kitchen scraps can be a nutritious way to add variety to your chickens' diet. But feed scraps only in moderation, and avoid feeding these four kitchen scraps your chickens:**

### **Avocado peels and pits**

Chickens can eat avocado flesh in moderate amounts, but other parts of the fruit are toxic. The peels and pits, as well as stems and leaves of avocado trees, contain the natural fungicide persin, which is highly toxic to birds.

Signs of toxicity include labored breathing, increased heart rate, listlessness, or sudden death. That said, to become ill a chicken would have to eat a great many peels or pits – an extremely unlikely scenario. However, to be safe, avoid feeding avocado kitchen scraps to chickens.

### **Raw Potatoes**

Raw potatoes contain starches that don't digest well. They also contain antinutrients – concentrated in the skin – that inhibit the activity of certain enzymes needed to break down proteins for digestion.

A few scraps of raw potato or raw skins won't harm your chickens, but too much at once can cause digestive discomfort. Cooked potatoes, on the other hand, are extremely nutritious. So any way you would cook potatoes to serve at your table should be safe for your chickens.

However, the parts of a potato plant that grow above ground contain toxic alkaloids, the most problematic of which is the nerve toxin solanine.

This bitter tasting alkaloid is concentrated in and directly under the skin and is not deactivated by cooking.

Eaten by chickens in small amounts, solanine is poorly absorbed and rapidly excreted. But excessive amounts can cause diarrhea, paralysis, and death. Avoid solanine toxicity by peeling off green parts of the skin and flesh, and by removing any sprouting eyes, before feeding your chickens (or yourself) cooked potatoes.

### **Chocolate**

Chocolate contains theobromine and caffeine, both of which are toxic to birds. Even a small amount of chocolate, especially dark chocolate, can cause the heart to stop, or to beat so fast that it stops pumping blood, which means the chicken is at risk of death.

### **Moldy or Rotting Food**

Anything moldy or rotting can cause poisoning by botulism, one of the world's most potent toxins. Birds become poisoned after pecking at rotting organic matter or drinking contaminated water.

The popular practice of hanging a rotting chunk of meat so maggots will fall into the chicken yard to provide the flock with a source of protein is an excellent way to poison chickens. Feeding chickens a rotting head of unrefrigerated cabbage and letting them scratch in compost are other potential sources of poisoning.

A typical indication of botulism poisoning is finding healthy chickens, sick chickens, and dead chickens all at the same time. Botulism in poultry is easily avoided through careful sanitation of feed and water. And avoid feeding chickens kitchen scraps that contain moldy or rotting food.

Preventing problems caused by feeding chickens inappropriate kitchen scraps is primarily a matter of common sense. Don't feed your chickens

anything you wouldn't eat yourself, and don't feed them a whole lot of any single item, except of course for a properly formulated poultry ration.

## **Frequently Asked Questions**

### **Can chickens eat potatoes?**

Yes, chickens can eat potatoes that are cooked and not seasoned. Before cooking the potatoes, remove any green skin and flesh, and any sprouting eyes. And avoid adding those removed parts of the potato to kitchen scraps if you plan on feeding them to your chickens.

### **Can chickens eat tomatoes?**

Yes, chickens can eat fully ripe or over-ripe tomatoes. But don't feed them green tomatoes (which contain toxic tomatine) or any tomato plant parts, such as stems and leaves (which contain toxic solanine).

### **Can chickens eat onions?**

Onions contain sulfur compounds that break down into thiosulfates, which in turn decompose into a number of disulfides – oxidizing agents that can cause red blood cells to rupture. However, chickens continually replace their red blood cells, so there's no need to avoid feeding kitchen scraps that occasionally contain bits of onion.

### **Can chickens eat garlic?**

Garlic, too, contains thiosulfates, but only in trace amounts. Feeding garlic to chickens usually poses no problem.

### **Can chickens eat cooked beef?**

Yes, chickens can eat cooked beef. But avoid feeding chickens kitchen scraps that contain raw beef, high-fat beef, or spoiled leftovers.

### **Can chickens eat leftover vegetables?**

Yes, chickens can eat leftover vegetables, cooked or raw, including the peelings, provided the leftovers and kitchen scraps are not spoiled.

### **Can chickens eat carrots?**

Yes, chickens can eat carrots, raw or cooked.

### **What fruit can chickens eat?**

Chickens can eat most types of fruit. But avoid feeding apple seeds and pits.

### **Can chickens eat citrus fruit?**

Although many chickens won't eat citrus, feeding it in small amounts introduces beneficial nutrients to their diet. However, feeding large amounts of citrus can reduce calcium absorption. And acidity from excessive citrus fruits, as well as essential oils in the peels, can irritate digestive.

### **Can chickens eat watermelon?**

Chickens love watermelon. Feeding them watermelon in the summer time is a great way to help them stay hydrated.

### **Can chickens eat squash?**

Yes, chickens can eat squash. In fact they love most squash, raw or cooked, including the seeds. Just cut the squash in half, set it down cut-side up, and watch the fun.

## **17 Common Questions about Feeding Chickens**

Customers who contact Cackle Hatchery® frequently ask questions about feeding their flocks. Below are 17 of the most common questions our team is asked regarding feeding chickens.

### **What do chickens eat?**

What chickens eat depends on their stage of growth. Confined chickens eat commercially formulated chick starter when they're young and commercial layer ration when they're old enough to start laying eggs. Free range chickens eat a lot of insects, tender grasses, and weeds. But they also need commercial ration to round out nutrients.

### **How much do chickens eat?**

How much chickens eat depends on a number of factors. These factors include age, breed, season, degree of activity, and condition of health. Also the ration's palatability and texture, and its energy and protein content. Depending on the breed's

size, one chicken will average between ½ pound (bantams) and 4 pounds (heavy breeds) of feed per week.

### **Are chickens herbivores?**

No. Chickens are not herbivores. They eat a lot of plant material, but they also eat meat in the form of insects, worms, snails, slugs, mice, lizards, and frogs.

### **Are chickens omnivores?**

Yes. Chickens eat a variety of both plants and animals.

### **Can chickens eat bananas?**

Yes. Chickens can eat both the banana fruit and the peel. Before feeding the peel, wash it in case it has been sprayed with harmful chemicals.

### **Will chickens eat bananas?**

Yes. Chickens love bananas, especially over-ripe bananas. As with all things, feed bananas only in moderation

### **Can chickens eat tomatoes?**

This is one of the top questions our team answers about feeding chickens. The answer is yes. Mature chickens can eat fully ripe or over-ripe tomatoes. But they should not be fed tomato stems and leaves, which are toxic.

### **Can chickens eat bread?**

Chickens love bread, but feeding bread to chickens is not a good idea because it's not very nutritious. Chickens that eat too much bread don't have enough room left to eat a proper diet containing the nutrients they need to remain healthy and lay eggs.

### **Can chickens eat apples?**

Yes. Chickens can eat apple fruit with skin, but not the seeds, which are toxic to chickens.

### **Will chickens eat apples?**

Yes. Chickens will eat cored apples, peel and all. But they don't like apple peels fed separately,

because the peels are too tough.

### **Can chickens eat mushrooms?**

Chickens can eat any kind of mushroom a human can eat. Like humans, chickens should never eat mushrooms that are toxic.

### **Will chickens eat mushrooms?**

Chickens don't care much for raw mushrooms. They will eat mushrooms, and digest them better, when the mushrooms are cooked until soft, but without butter, oil, or salt.

### **Will chickens eat slugs?**

Yes. Chickens will eat slugs. So don't put out slug bait where chickens are likely to find and eat poisoned slugs – the poisoned slugs will poison the chickens.

### **Can chickens eat watermelon?**

Yes. Chickens can eat watermelon – fruit, rind, seeds, peel, and all.

### **Will chickens eat watermelon?**

Absolutely. Chickens of all ages love watermelon. They especially like cold watermelon on a hot day.

### **Can chickens eat pumpkin?**

Yes. Chickens can eat pumpkin.

### **Will chickens eat pumpkins?**

Yes. Chickens love pumpkins, raw or cooked, including the seeds. Actually, they like any kind of squash. Just cut the squash in half, set it down, and stand back.

And that's today's news from the Cackle Coop.

If you have questions about feeding chickens, please feel free to [contact us](#) here at Cackle Hatchery. Category: Chicken Care Tags: Chicken Food FAQs, Common Questions About Feeding Chickens, Feeding Chickens

### **When vaccine performance is the goal, SOI accuracy isn't optional**

Expert Column April 02, 2026 Dr. Marco Quiroz, Zoetis With most vaccines applied in the hatchery,

this stage of production represents the front line of disease control. *In ovo* vaccination is a key tool for hatchery vaccine application, enabling consistent large-scale immunization. *In ovo* vaccination is also an opportunity to strengthen early protection and reduce downstream disease risk. But the success of *in ovo* vaccination depends on how accurately vaccine is delivered, and more specifically, where it is delivered.<sup>1</sup>

The site of injection (SOI) is a critical and sometimes underappreciated driver of vaccine performance. When SOI is accurate, like with Embrex® in ovotechnology Opens in a new window, vaccines can stimulate an optimal immune response and protect against disease challenges.<sup>2</sup> When SOI is inconsistent, even properly handled vaccines may fail to deliver protection,<sup>2</sup> putting

bird health at risk and increasing economic losses.

### Poor SOI can mean poor protection

During *in ovo* vaccination, vaccine should be delivered to the amnion or embryo, where a developing chick can properly absorb the vaccine and begin building immunity. This is particularly important for Marek's disease vaccines such as HVT and SB-1, where early immune system stimulation is essential for protection.<sup>1</sup>

However, vaccine delivered to the air cell or allantois may provide no meaningful immune response, even though the vaccination process technically occurred (see Fig. 1).<sup>1</sup> From a veterinary perspective, this is a frustrating scenario. The hatchery "vaccinated," but the field results suggest birds were not effectively immunized.



## EVENT CALENDER

<p><b>MAY 2026</b></p>  <p><b>ILDEX VIETNAM</b></p>	<p><b>ILDEX VIETNAM 2026</b> 20-22 MAY 2026</p> <p><b>Contact Person :</b> Ms. Hoang Thuy Vinh Project Manager</p> <p><b>Venue:</b> HO CHI MINH CITY, VIETNAM</p> <p><b>Phone:</b> +84 903 292 854</p> <p><b>E-mail :</b> vinh.hoang@itec.com.vn</p>
<p><b>JUNE 2026</b></p>  <p><b>VIV LUKOPL</b></p>	<p><b>2-4 JUNE-VIV EUROPE 2026</b></p> <p><b>Contact Person:</b> Natalie Taylor</p> <p><b>Venue:</b> Jaarbeurs, Utrecht, The Netherlands</p> <p><b>Phone:</b> +31 6 21 31 61 82</p> <p><b>Email :</b> natalie@vnueurope.com</p> <p><b>Web:</b> www.europe.viv.net</p>
<p><b>JUNE 2026</b></p>  <p><b>MIDDLE EAST POULTRY EXPO</b></p>	<p><b>28-30 JUNE-MIDDLE EAST POULTRY EXPO</b></p> <p><b>Venue:</b> Riyadh, RICEC, Saud Arabia</p> <p><b>Phone:</b> +966542804924/+966114824876</p> <p><b>Email:</b> info@mep-expo.com</p> <p><b>Web:</b> www.mep-expo.com</p>
<p><b>JULY 2026</b></p>  <p><b>WORLD'S POULTRY CONGRESS</b></p>	<p><b>13-17 JULY - WORLD'S POULTRY CONGRESS</b></p> <p><b>Venue:</b> Metro Toronto Convention Center, Toronto, Canada</p> <p><b>Phone:</b> +1-416-585-8120</p> <p><b>Email:</b> info@wpc2026toronto.com</p> <p><b>Web:</b> www.wpc2025toronto.com</p>
<p><b>AUGUST 2026</b></p>  <p><b>SIAVS</b></p>	<p><b>AUGUST 2026</b></p> <p><b>4-6 AUGUST-SIAVS</b></p> <p><b>Venue:</b> Anhembi District - São Paulo - Brazil - Av. Olavo Fontoura, 1209</p> <p><b>Phone:</b> +55 (11) 3095-3120</p> <p><b>E-mail:</b> siavs@abpa-br.org</p> <p><b>Web:</b> www.siavs.com.br</p>
<p><b>NOV. 2026</b></p>  <p><b>POULTRY INDIA</b></p>	<p><b>25-27 NOVEMBER-POULTRY EXHIBITION</b> Poultry India Expo 2026   Knowledge Day-24 Nov. 2026</p> <p><b>Venue:</b> HITEX Exhibition Complex, Hyderabad</p> <p><b>Phone:</b> 7997994338/1/2</p> <p><b>Contact Person:</b> Ms. Radhika</p> <p><b>Email:</b> office3@poultryindia.co.in, president@poultryindia.co.in</p> <p><b>web:</b> www.poultryindia.co.in</p>

# Editorial Calendar 2026

<p>Publishing Month: <b>January</b>                  Article Deadline : <b>18th, Dec. 2025</b>                  Advertising Deadline: <b>20th, Dec.2025</b>                  Focus : <b>Opportunities and Challenges</b></p>	<p>Publishing Month: <b>February</b>                  Article Deadline : <b>18th, Jan. 2026</b>                  Advertising Deadline: <b>20th, Jan.2026</b>                  Focus : <b>Budget</b></p>	<p>Publishing Month: <b>March</b>                  Article Deadline : <b>18th, Feb. 2026</b>                  Advertising Deadline: <b>20th, Feb.2026</b>                  Focus : <b>Disease Prevention</b></p>	<p>Publishing Month: <b>April</b>                  Article Deadline : <b>18th, March 2026</b>                  Advertising Deadline: <b>20th, March 2026</b>                  Focus : <b>Summer Stress Management</b></p>
<p>Publishing Month: <b>May</b>                  Article Deadline : <b>18th, April 2026</b>                  Advertising Deadline: <b>20th, April 2026</b>                  Focus : <b>Cold Chain</b></p>	<p>Publishing Month: <b>June</b>                  Article Deadline : <b>18th, May 2026</b>                  Advertising Deadline: <b>20th, May 2026</b>                  Focus : <b>Nutrition</b></p>	<p>Publishing Month: <b>July</b>                  Article Deadline : <b>18th, June 2026</b>                  Advertising Deadline: <b>20th, June 2026</b>                  Focus : <b>Biosecurity</b></p>	<p>Publishing Month: <b>August</b>                  Article Deadline : <b>18th, July 2026</b>                  Advertising Deadline: <b>20th, July 2026</b>                  Focus : <b>Sustainability</b></p>
<p>Publishing Month: <b>September</b>                  Article Deadline : <b>18th, August 2026</b>                  Advertising Deadline: <b>20th, August 2026</b>                  Focus : <b>Egg Production &amp; Processing</b></p>	<p>Publishing Month: <b>October</b>                  Article Deadline : <b>18th, September 2026</b>                  Advertising Deadline: <b>20th, September 2026</b>                  Focus : <b>Processing &amp; Packaging</b></p>	<p>Publishing Month: <b>November</b>                  Article Deadline : <b>18th, October 2026</b>                  Advertising Deadline: <b>20th, October 2026</b>                  Focus : <b>Winter Stress</b></p>	<p>Publishing Month: <b>December</b>                  Article Deadline : <b>18th, November 2026</b>                  Advertising Deadline: <b>20th, November 2026</b>                  Focus : <b>Food Safety</b></p>

## Subscription Rates

### Time Period

**1 Year** INR 2400 USD 250

**3 Year** INR 6500 USD 650

**5 Year** INR 10000 USD 1000

\*18% GST Extra

Contact Name : \_\_\_\_\_

Company Name : \_\_\_\_\_

Postal Address : \_\_\_\_\_

City : \_\_\_\_\_ State : \_\_\_\_\_ Mob. No. \_\_\_\_\_

Postal Code : \_\_\_\_\_ Country : \_\_\_\_\_

### Payment Details:

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

For more detail, contact:



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

Date: \_\_\_\_\_ Company's Stamp & Signature

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

### \*5% GST Extra Advertisement Tariffs

Advertisement Type	Single Issue (INR)	Single Issue (USD)	Advertisement Type	Single Issue (INR)	Single Issue (USD)	Advertisement Type	Single Issue (INR)	Single Issue (USD)
Front Cover	30,000	500	Back Cover	20,000	300	Centre Spread	25,000	400
Front Gate Fold 1A	25,000	400	Back Gate Fold 1A	20,000	300	Full Page Random	10,000	200
Front Gate Fold 2A	25,000	400	Back Gate Fold 2A	20,000	300	Up to Page 9	15,000	250
Front Inside	20,000	300	Back Inside	18,000	275			
Front Opening	20,000	300	Back Opening	18,000	275			



# EGG DAILY AND MONTHLY PRICES OF APRIL 2026



Name Of Zone / Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Average	
<b>NECC SUGGESTED EGG PRICES</b>																																
Ahmedabad	455	455	455	455	455	455	460	470	475	485	500	520	530	535	535	535	535	535	535	535	535	535	535	535	535	-	-	-	-	-	-	502.29
Ajmer	425	415	407	417	417	417	450	453	455	464	478	515	525	525	520	500	480	470	460	460	475	490	490	480	-	-	-	-	-	-	466.17	
Barwala	433	433	433	433	433	433	451	455	459	466	478	515	530	530	530	495	487	487	487	487	487	499	503	503	-	-	-	-	-	-	476.96	
Bengaluru (CC)	455	455	455	455	455	455	455	455	465	470	480	505	530	560	565	570	570	570	570	570	570	570	570	575	575	-	-	-	-	-	514.79	
Brahmapur (OD)	455	455	455	455	455	455	455	460	460	465	480	510	530	545	550	550	540	520	515	515	510	525	535	535	-	-	-	-	-	-	497.08	
Chennai (CC)	470	470	470	470	470	470	470	470	480	480	495	520	545	565	565	575	575	575	575	575	575	575	575	575	575	-	-	-	-	-	524.38	
Chittoor	463	463	463	463	463	463	463	463	473	473	488	513	538	558	558	568	568	568	568	568	568	568	568	568	568	-	-	-	-	-	517.38	
Delhi (CC)	460	460	460	460	460	460	485	490	490	500	520	548	555	555	555	555	555	530	520	520	520	530	530	530	-	-	-	-	-	-	510.33	
E. Godavari	430	435	435	435	435	435	435	440	445	450	460	485	510	525	530	530	530	500	495	495	495	505	515	-	-	-	-	-	-	-	476.09	
Hospet	395	395	395	395	395	395	395	395	405	410	420	445	470	500	505	510	510	510	510	510	510	510	515	515	-	-	-	-	-	-	454.79	
Hyderabad	420	420	420	420	420	420	420	420	430	440	450	475	500	510	520	525	525	525	525	525	525	525	525	525	525	-	-	-	-	-	475.42	
Jabalpur	430	430	420	420	420	420	435	440	450	450	470	500	535	545	550	550	550	525	515	515	515	525	525	525	-	-	-	-	-	-	485.83	
Kolkata (WB)	515	515	515	515	515	515	515	520	525	530	540	565	580	590	590	590	575	570	570	570	570	580	590	590	-	-	-	-	-	-	552.08	
Ludhiana	432	432	432	432	432	432	432	447	452	463	470	493	524	526	526	526	526	485	485	485	485	490	505	505	-	-	-	-	-	-	475.71	
Mumbai (CC)	470	480	480	480	480	480	480	480	485	495	505	520	535	555	575	585	595	595	595	595	585	575	575	580	-	-	-	-	-	-	531.67	
Mysuru	460	460	460	460	460	460	460	460	475	480	495	520	550	575	580	580	580	580	580	580	580	580	580	580	-	-	-	-	-	-	523.96	
Namakkal	405	405	405	405	405	405	405	405	415	420	430	455	480	500	505	510	510	510	510	510	510	510	510	510	-	-	-	-	-	-	459.79	
Pune	465	470	470	470	470	470	475	480	485	495	505	525	545	565	575	585	585	585	585	585	585	585	585	585	-	-	-	-	-	-	530.42	
Raipur	425	430	430	430	410	410	410	435	435	435	470	500	500	545	550	550	540	525	500	500	500	505	505	520	-	-	-	-	-	-	477.50	
Surat	455	455	455	455	455	455	460	470	475	485	500	520	530	550	550	550	550	550	535	535	535	535	535	535	-	-	-	-	-	-	505.42	
Vijayawada	450	450	450	450	450	450	455	460	460	470	480	500	550	550	560	550	540	525	510	500	500	500	510	510	-	-	-	-	-	-	492.92	
Vizag	435	440	440	440	440	440	440	445	450	455	465	485	510	525	530	530	530	510	500	500	500	510	520	520	-	-	-	-	-	-	481.67	
W. Godavari	430	435	435	435	435	435	435	440	445	450	460	485	510	525	530	530	530	500	495	495	495	505	515	515	-	-	-	-	-	-	477.71	
Warangal	422	422	422	422	422	422	422	422	432	442	452	477	502	512	522	527	527	527	527	527	527	527	527	527	-	-	-	-	-	-	477.42	
<b>Prevailing Prices</b>																																
Allahabad (CC)	481	481	476	471	471	471	486	490	500	510	524	543	567	567	567	567	552	538	533	533	533	538	543	548	-	-	-	-	-	-	520.42	
Bhopal	435	435	435	420	420	420	435	445	450	465	475	505	535	540	540	540	525	525	490	490	490	490	510	510	-	-	-	-	-	-	480.21	
Indore (CC)	440	435	430	440	440	440	455	460	465	470	480	530	540	540	540	520	510	500	490	490	500	520	520	500	-	-	-	-	-	-	485.63	
Kanpur (CC)	462	462	452	452	452	452	471	481	490	500	519	538	548	548	548	548	524	500	500	500	500	514	514	514	-	-	-	-	-	-	499.54	
Luknow (CC)	467	467	462	462	462	462	490	490	500	505	524	550	560	560	560	560	547	533	523	523	523	533	533	533	-	-	-	-	-	-	513.71	
Muzaffarpur (CC)	495	495	495	495	495	495	510	515	520	525	540	580	590	590	590	590	540	540	540	540	540	540	560	565	565	-	-	-	-	-	537.92	
Nagpur	440	440	440	430	430	440	440	450	460	460	480	490	530	570	570	570	570	550	540	540	540	540	550	575	-	-	-	-	-	-	501.88	
Patna	495	495	495	495	495	495	510	515	520	525	540	580	590	590	590	590	540	540	540	540	540	560	565	565	-	-	-	-	-	-	537.92	
Ranchi (CC)	467	467	476	476	476	476	476	486	486	495	510	562	572	581	581	571	561	561	561	548	548	562	571	572	-	-	-	-	-	-	526.75	
Varanasi (CC)	477	477	467	460	460	467	490	497	507	513	527	550	567	567	567	567	557	548	533	533	533	540	543	543	-	-	-	-	-	-	520.42	



# PIXIE AGRO

PIXIE AGRO INDUSTRIES PVT. LTD.

**MANUFACTURER OF ALL TYPES OF  
POULTRY EQUIPMENTS**

## Poultry Mats



- **3x1.25 inch Box**  
- 17.5x15 inch
- **3x1.25 inch Box**  
- 17.5x23 inch
- **3x1.5 inch Box**  
- 17.5x23 inch



Poultry cages for live birds transportation has special rigid design. Top wide sliding door helps in easy loading/unloading of birds.



### Measurements

Length	Width	Height	Recommended
In CMS - In Inches	In CMS - Inches	In CMS - Inches	For Broilers
91-36	56 - 22	28 - 11.5	for Quails &
93-36	56 - 22	22.5 - 09	Tandoori

Door Size : **33x36 cm or 13x14 inch.**  
Capacity : **12 to 15 Broilers (Summer)**  
**16 to 18 Broilers (Winter)**  
Cage Weight: **6.6 Kg**  
Colour : **Red, Blue**



**PIXIE AGRO**  
PIXIE AGRO INDUSTRIES PVT. LTD.

## Pixie Agro Industries Pvt. Ltd.

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