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Announcement

CLFMA 59th AGM & 67th NATIONAL SYMPOSIUM 2026

Dear Sir / Madam,

We are pleased to inform you that, the 59th Annual General Meeting (AGM) and 67th 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 59th Annual General Meeting and 67th National Symposium 2026.

With warm regards,

Divya Kumar Gulati
Chairman

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Northern Region

COMPANY: IB Group
FARMER NAME: Mr. Abhay Kumar Singh

APRIL-2026	Top #1
Farm Type	Closed Shed
State	UTTAR PRADESH
Chicks Placed	9990
Mean Age	39.0
Avg Body Wt	3242
FCR	1.447
cFCR	1.171
Livability%	96.4
Daily Gain	83.1
EPEF	553.9

Eastern Region

COMPANY: IB Group
FARMER NAME: Mr. Epari Rajani

APRIL-2026	Top #1
Farm Type	Closed Shed
State	ORISSA
Chicks Placed	10804
Mean Age	41.0
Avg Body Wt	3399
FCR	1.538
cFCR	1.227
Livability%	97.0
Daily Gain	82.9
EPEF	522.7

Central Region

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

APRIL-2026	Top #1
Farm Type	Closed Shed
State	CHHATTISGARH
Chicks Placed	11209
Mean Age	47.0
Avg Body Wt	3775
FCR	1.624
cFCR	1.230
Livability%	91.2
Daily Gain	80.3
EPEF	450.9

South Region

COMPANY: IB Group
FARMER NAME: Mr. Allagadapa Murali

APRIL-2026	Top #1
Farm Type	Closed Shed
State	TELANGANA
Chicks Placed	15464
Mean Age	35.0
Avg Body Wt	2500.0
FCR	1.372
cFCR	1.261
Livability%	95.0
Daily Gain	71.4
EPEF	494.6

APRIL-Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age(Days)	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	9990	39.0	3242	1.447	1.171	96.4	83.1	553.9
North Open House	2722	39.0	2924	1.395	1.190	96.7	75.0	519.9
East EC House	10804	41.0	3399	1.538	1.227	97.0	82.9	522.7
East Open House	2032	39.0	2785	1.410	1.236	96.6	71.4	489.2
Central EC House	11209	47.0	3775	1.624	1.230	91.2	80.3	450.9
Central Open House	2448	45.0	3307	1.578	1.288	95.8	73.5	446.1
South EC House	15464	35.0	2500	1.372	1.261	95.0	71.4	494.6
South Open House	10405	36.0	2359	1.435	1.355	97.6	65.5	445.9

APRIL-Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	CLOSED SHED	UTTAR PRADESH	9990	39.0	3242	1.447	1.171	96.4	83.1	553.9
Flock 2	OPEN SHED	ASSAM	1848	33.0	1556	1.077	1.176	95.8	47.2	419.5
Flock 3	OPEN SHED	PUNJAB	2722	39.0	2924	1.395	1.190	96.7	75.0	519.9
Flock 4	CLOSED SHED	HARYANA	14297	43.0	3474	1.534	1.206	95.3	80.8	501.9
Flock 5	OPEN SHED	UTTAR PRADESH	2013	39.0	2921	1.414	1.209	96.9	74.9	513.4
Flock 6	OPEN SHED	PUNJAB	20092	44.0	3350	1.517	1.217	97.1	76.1	487.1
Flock 7	OPEN SHED	UTTAR PRADESH	10493	42.0	3133	1.474	1.222	93.7	74.6	474.2
Flock 8	OPEN SHED	UTTAR PRADESH	2732	41.0	3081	1.463	1.223	94.7	75.1	486.4
Flock 9	OPEN SHED	UTTAR PRADESH	2876	41.0	3077	1.464	1.225	94.0	75.0	481.8
Flock 10	CLOSED SHED	ORISSA	10804	41.0	3399	1.538	1.227	97.0	82.9	522.7

From the Editor's Desk

Cultivating the Future : Sustainability in Modern Poultry Farming

The global poultry industry is rapidly evolving as consumers increasingly demand ethically produced and environmentally responsible food. Today, sustainability and profitability go hand in hand, encouraging poultry producers to adopt innovative and eco-friendly farming practices.

One major development is the use of alternative feed ingredients such as insect-based proteins, algae, and locally sourced crops. These options help reduce dependence on conventional soybean meal while improving feed security and lowering environmental impact.

Modern poultry farms are also embracing circular economy models by converting poultry waste, litter, and manure into organic fertilizers, biogas, and biofuels. This reduces waste and creates additional income opportunities for farmers.

Climate resilience has become another important focus. Farms are investing in energy-efficient ventilation systems, water conservation techniques, and improved waste management solutions to maintain flock health while reducing resource consumption.

Technology is playing a transformative role in poultry farming. Artificial Intelligence (AI), precision farming tools, and smart sensors help farmers monitor flock health, optimize feeding, and regulate housing conditions in real time. Automated systems also support early disease detection and better decision-making.

Sustainable poultry farming is essential for ensuring long-term food security, environmental protection, and economic growth. By combining innovation with responsible practices, the poultry industry can build a more efficient and sustainable future.

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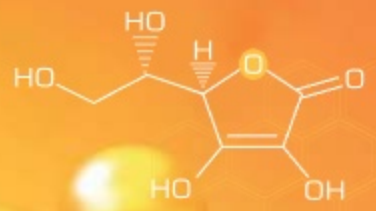

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Day-Old Chicks Quality for Profitable Poultry Farming

Mr. Rakesh Kumar
Founder, Growel Agrovet Pvt. Ltd.
www.growelagrovet.co

The quality of day-old chicks plays a very important role in the success or failure of a poultry farming business. Healthy, active chicks are the foundation for better poultry performance, faster growth, lower mortality, and higher profits.

Several factors affect the quality of day-old chicks. These include the hatchery's reputation, breeder farm management, hatchery practices, transportation, and farm handling after delivery. Good management and preventive measures help chicks get the best possible start in poultry farming.

If you are a poultry farmer or planning to start a poultry farming business, you must carefully evaluate the quality of the chicks before purchasing them. Ignoring important factors can lead to poor growth, disease outbreaks, and financial losses.

Important Factors to Consider Before Buying Day Old Chicks

Choose a Reliable Hatchery

Always buy chicks from a trusted and registered hatchery with a valid license. A reliable hatchery is known for producing healthy and high-quality chicks.

Healthy chicks reduce the risk of mortality and improve farm productivity. Buying from a reputable source also gives poultry farmers confidence in the performance of their flock.

Check the Production Performance of the Chicks

Before purchasing chicks, gather complete information about their production capacity. Find out whether they are suitable for meat or egg production and whether they are efficient feed converters.

Do not purchase chicks simply because the hatchery is famous. As a poultry farmer, you have the right to know the background and performance history of the chicks you plan to raise.

Select Breeds Suitable for Your Area

The chicken breed should adapt well to your local climate and farming system. Before buying chicks, confirm whether the breed can survive and perform efficiently in your area.

It is also important to choose a breed that suits your management system, whether it is deep litter, cage farming, free-range, or commercial broiler farming.

Poor adaptation can result in stress, disease problems, poor growth, and high mortality rates.

Ensure the Chicken Products Are Acceptable to Consumers

Consumers today are very conscious about food quality and safety. The birds you raise should produce meat or eggs that are accepted by the market.

Always select chicks from breeds known for good-quality production. This helps increase customer satisfaction and improves your chances of making a profit.

Consider the Price of Chicks

The cost of day old chicks directly affects your profit margin. Avoid buying chicks that are extremely expensive or unusually cheap.

When chicks are purchased at a reasonable price, farmers can maintain balanced selling prices while still earning profits. Fair pricing also helps maintain long-term business sustain ability.

Transportation of Day Old Chicks

Transportation is one of the most critical stages in maintaining the quality of day old chicks. Poor transportation can lead to stress, injuries, dehydration, and mortality.

Use Proper Chick Transport Containers

Day old chicks are very delicate and should be transported in special containers designed for poultry transportation.

The containers should be strong on the outside and comfortable inside to reduce shock and injuries during movement. Proper handling prevents bruising, broken limbs, and stress during transportation.

Ensure Proper Ventilation during Transit

Vehicles used for transportation should have proper ventilation to allow fresh air circulation.

However, excessive airflow or strong wind exposure should be avoided because it can cause chilling and suffocation. Proper ventilation helps chicks remain active and healthy throughout the journey.

Avoid Rough Handling During Transportation

Transport vehicles should move carefully to avoid excessive shaking or sudden movements. Rough handling can cause chicks to pile on each other, leading to injuries and mortality.

Careful transportation reduces stress and improves chick survival rates.

Feeding Day-Old Chicks After Arrival at the Poultry Farm

Day-old chicks become tired and stressed after transportation from the hatchery to the dealer and finally to the poultry farm.

Immediately after arrival, chicks need energy boosters and essential nutrients to recover from transportation stress.

Traditional jaggery water is commonly used, but poultry farmers can provide better nutritional support through products like **Electral Energy** and **Amino Power.**

You should follow the Growel **Poultry Medicine Schedule** from day one.

Recommended Feeding Program

- Feed **Electral Energy** from Day 1 to Day 3.
- Feed **Amino Power** from Day 1 to Day 10 or longer if needed.

These supplements help improve:

- Energy levels
- Faster weight gain
- Better immunity
- Reduced stress
- Lower mortality rates

Healthy chicks grow into healthy broilers or layers, which ultimately leads to profitable poultry farming.

Importance of Proper Day-Old Chick Management

Proper management of day-old chicks is essential for reducing financial losses in poultry farming. Every poultry farmer wants to achieve maximum production with minimum mortality.

By following the right management practices, farmers can improve flock health, increase production efficiency, and build a profitable poultry business.

Careful attention to chick quality, transportation, feeding, and farm management creates a strong foundation for successful poultry farming.

You should also learn more about poultry health management to maintain healthy and productive birds throughout the production cycle.

Aspergillosis in Poultry: The Hidden Mold Behind Heavy Losses

Km Himani

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Respiratory diseases remain a major challenge in poultry production, and aspergillosis—often called brooder pneumonia—is one of the most

overlooked yet economically damaging infections.

Etiology

The disease is caused byopportunistic fungus Aspergillus fumigatus, a fast-growing, thermotolerant mold commonly present in soil, decaying organic matter, and improperly stored feed. Under favorable conditions, the fungus produces large numbers of microscopic airborne spores called *conidia*, extremely light and easily dispersed through dust particles in poultry houses and hatcheries.

Global Occurrence and Risk Factors

Aspergillosis occurs worldwide and affects many domestic and wild bird species. The disease is most commonly seen in young chicks between one and three weeks of age because their immune systems are still developing. The causative fungus, Aspergillus fumigatus, is widely present in the environment and can easily infect birds under poor management conditions.

Risk factors such as wet or moldy litter, poor ventilation, high humidity, and contaminated or improperly stored feed favor fungal growth. Overcrowding, poor hatchery sanitation, and weakened immunity due to malnutrition or other infections further increase susceptibility. These conditions allow fungal spores to accumulate in the environment and increase the chances of inhalation by birds.

Transmission

Aspergillosis is mainly transmitted through the inhalation of airborne fungal spores present in the environment. The primary sources of infection include moldy litter, contaminated or improperly stored feed, hatchery dust, soil, and damp bedding materials.

Pathogenesis

After inhalation, the spores of Aspergillus fumigatus pass through the nasal passages and trachea, eventually reaching the bronchi, lungs, and air sacs. In the lungs, immune cells such as macrophages attempt to eliminate the spores through phagocytosis; however, the fungus can resist destruction and continue to multiply. The fungal spores may then penetrate tissues and spread through the bloodstream and lymphatic system to other organs. This leads to different pathological reactions in tissues, including the formation of granulomatous nodules in organs like the lungs and

air sacs, diffuse infiltration of fungal hyphae into tissues and blood vessels, or a mixed form where both granulomatous and infiltrative reactions occur within the same tissue. These changes impair normal respiratory function and contribute to disease progression.

Clinical Signs

Aspergillosis may occur in both acute and chronic forms depending on the age of birds and the level of exposure to spores of Aspergillus fumigatus.

The acute form is mainly seen in young chicks and is characterized by severe respiratory distress, gasping, loss of appetite, weakness, increased thirst, and rapid weight loss, with sudden death occurring in severe cases.

The chronic form usually affects older birds and develops gradually, showing signs such as progressive emaciation, persistent respiratory difficulty, fever, and diarrhea. In some cases, the infection may extend beyond the respiratory system, causing nervous signs like tremors, paralysis, ataxia, torticollis, and convulsions, along with ocular lesions such as inflammation, photophobia, and mycotic keratitis.

Post-Mortem Findings

The most characteristic lesions of aspergillosis are observed in the lungs and air sacs. The affected organs typically show white to yellowish granulomas or nodules of varying sizes. The air sac membranes become thickened and may contain caseous plaques, while the lungs may appear consolidated with necrotic areas. In advanced cases, gray-green velvety fungal growth indicating sporulation of Aspergillus fumigatus may be visible, which helps in confirming the disease during post-mortem examination.

Diagnosis

Based on a combination of flock history, clinical signs, and laboratory confirmation. Environmental conditions such as moldy litter, contaminated feed, poor ventilation, or recent stress events in the flock often provide important clues. Confirmation is achieved through laboratory investigations, including histopathological examination of tissues from the lungs and air sacs. Special fungal stains such as Periodic acid–Schiff (PAS) and silver stains are commonly used to visualize fungal hyphae in tissue sections. The causative fungus, Aspergillus fumigatus, can also be isolated by culturing samples on Sabouraud's agar and incubating them at 37°C, where characteristic colonies develop. Additional diagnostic techniques such as radiography may further assist in confirming the infection.

Treatment

Often difficult and costly. The disease often progresses rapidly and fungal lesions can limit the effectiveness of antifungal drugs. Although antifungal agents such as itraconazole, ketoconazole, clotrimazole, fluconazole, and amphotericin B may be used in valuable birds, treatment is rarely practical for large commercial flocks. Among these drugs, itraconazole is commonly considered the preferred option.

Prevention and control

Since treatment options for aspergillosis are limited and often ineffective in large poultry flocks, prevention remains the most effective strategy for controlling the disease. Preventive measures mainly focus on reducing exposure to fungal spores and maintaining proper environmental hygiene in poultry houses. Good hatchery sanitation practices should be followed, and the use of moldy litter or contaminated feed must be strictly avoided. Feed should always be stored in dry, well-ventilated areas to prevent fungal growth. Regular cleaning of feed bins and storage containers, removal of old litter, and replacement with fresh bedding are also essential management practices. In addition, maintaining adequate ventilation in poultry houses and ensuring thorough cleaning and disinfection of hatching equipment help minimize the accumulation and spread of spores of Aspergillus fumigatus in the poultry environment.

Aspergillosis may be invisible in the environment, but its impact on poultry health and farm profitability can be severe. Good hygiene, proper ventilation, and quality feed management are the most reliable defences against this silent fungal threat.

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Future Farms: How AI is Changing Poultry Nutrition and Production

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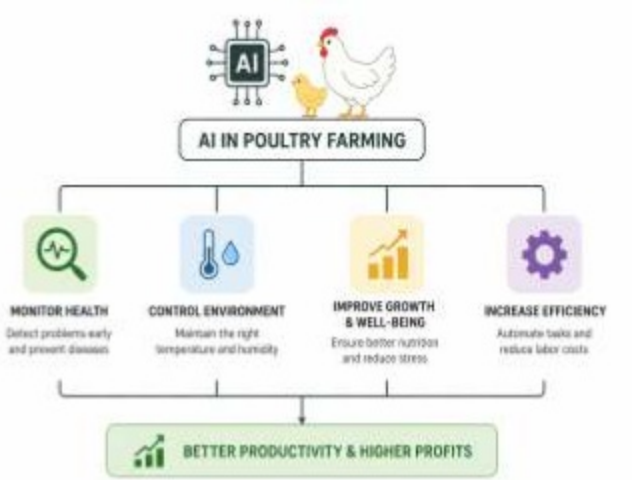


Introduction

The Indian poultry sector has undergone a phenomenal transformation, evolving from a backyard activity into a highly structured, commercial powerhouse. Today, the demand for high quality chicken meat and eggs is skyrocketing, driven by a growing population and a rising preference for affordable animal protein. However, this growth brings significant hurdles. Producers are constantly battling the intense summer heat stress that plagues the subcontinent, volatile feed costs for maize and soya, and the perennial threat of disease outbreaks. To stay competitive and sustainable, the industry is looking beyond traditional husbandry toward a new frontier: Artificial Intelligence (AI).AI is no longer a concept of science fiction; it is a practical set of tools that allows machines to learn from data, recognize patterns, and make decisions. In the context of a poultry farm, this means moving from management by intuition to management by precision. Whether it is a broiler shed, a layer house, or a specialized hatchery, AI driven technologies are becoming the eyes and ears of the producer, working 24/7 to ensure optimal productivity and welfare.

Smarter Health Watch for Poultry Flocks

One of the most powerful applications of AI in poultry is early disease detection. Traditionally, a veterinarian or manager identifies a problem only after clinical symptoms appear, by which time a disease may have already spread. AI changes this timeline by analyzing non structured data such as sound, video, and images to find the earliest whispers of trouble.Acoustic monitoring systems use sensitive microphones to listen to the flock. Advanced algorithms can distinguish between healthy vocalizations and the specific sounds of respiratory distress or coughing. These systems can identify the onset of conditions like Newcastle Disease or Infectious Bronchitis days before a human observer might notice a drop in activity. Similarly, computer vision systems, cameras powered by deep learning models, can monitor bird behavior. If a group of birds becomes lethargic or displays abnormal huddling, the AI sends a mortality risk alert to the manager's smartphone. Even the analysis of poultry droppings has been digitized; AI models can now categorize fecal images to detect early signs of coccidiosis or salmonella with over 90% accuracy, allowing for targeted treatment rather than mass medication.

Mastering the Microclimate: Environmental Management

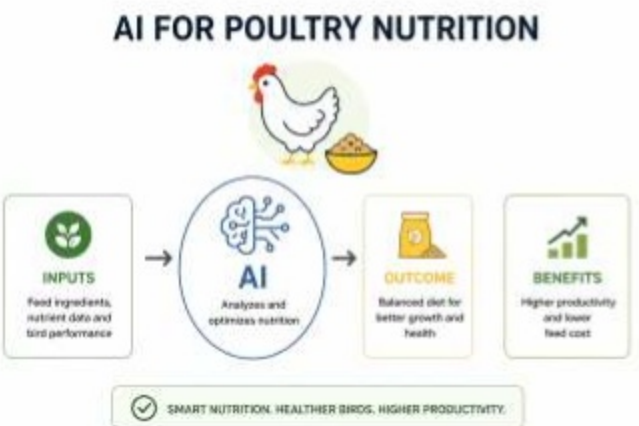
For poultry, the environment is everything. Birds do not sweat, making them exceptionally vulnerable to humidity and temperature fluctuations. In tropical climates, heat stress is a silent killer that reduces appetite, slows growth, and increases mortality. AI driven environmental control systems go far beyond simple thermostats. These smart houses utilize a network of sensors to monitor temperature, relative humidity, carbon dioxide, and ammonia levels in real time.What makes AI different is its predictive capability. Instead of reacting when a house gets too hot, the system uses psychrometric computations to forecast how temperature and humidity will interact in the coming hours. It can then preemptively adjust ventilation fans, cooling pads, and misting systems to maintain the comfort zone. Infrared thermal imaging is also being integrated to monitor the surface body temperature of the birds. This non invasive technology identifies hot spots in the shed or individual birds with fevers, allowing for precise adjustments to airflow and cooling to mitigate thermal stress before it impacts performance.

Precision nutrition

Feed represents nearly 70% of the total cost of poultry production. Any wastage or inefficiency here directly hits the bottom line. AI is enabling a shift toward precision feeding, where nutrient delivery is tailored to the specific growth stage, breed, and even the current health status of the flock.Smart feeding systems now use audio analysis to track pecking sounds at the feeder. By correlating the frequency of pecking with the weight of the feed consumed, the AI can estimate real time intake. Some advanced setups even use automated blending systems that mix two different feed concentrates in varying ratios every day, ensuring the birds get the exact amino acid and energy profile they need for that specific age. This eliminates the nutrient giveaway common in traditional phase based feeding. Water management is equally critical. Ultrasonic water meters, connected to the cloud, can detect a leak or a blocked drinker line within minutes. Because a drop in water intake is often the very first sign of a health issue, these AI alerts act as an early warning system for the entire farm, ensuring that water starved birds don't suffer a setback in growth or egg production.

Optimising Performance through Real Time Monitoring

In broiler production, weight is the ultimate metric. However, traditional manual weighing is labor intensive and stresses the birds. AI powered 3D cameras and pan scales are solving this by



providing continuous, stress free weight monitoring. Computer vision algorithms can segment individual birds from a crowded video frame and estimate their weight based on their physical dimensions with remarkable precision. This allows producers to track the growth curve daily and predict exactly when a flock will reach its target market weight.For layer farms, AI is being used to forecast egg production. By analyzing historical data alongside current environmental conditions and feed intake, machine learning models can predict a slump in production before it happens, giving managers time to investigate nutritional or health causes. Furthermore, these systems help improve flock uniformity. By identifying variations in bird size early, producers can adjust management practices to ensure that the entire flock matures at the same rate, which is essential for modern processing plants.

The Modern Hatchery: In Ovo and Beyond

The impact of AI starts even before a chick is born. In the hatchery, AI is revolutionizing incubation

control. Smart incubators use sensors to monitor eggshell temperature and gas exchange (CO2/O2 dynamics) to optimize the hatching window. Perhaps the most groundbreaking advancement is in in ovo sexing. Using MRI or optical spectroscopy coupled with AI classifiers, hatcheries can now determine the sex of an embryo through the shell. This allows for the early removal of male embryos in layer lines, significantly improving hatchery efficiency and addressing major animal welfare concerns regarding the culling of day old chicks. AI also monitors chick quality post hatch, using vision systems to ensure only the most robust chicks are sent to the farm.

Automation and the Rise of Poultry Robotics

Labor shortages and the need for biosecurity are driving the adoption of robotics in poultry sheds. Autonomous robots are now being deployed to perform repetitive tasks that humans find difficult or biosecure sensitive. There are robots designed to navigate the litter, encouraging birds to move and thus reducing the risk of leg problems and breast blisters. Others are equipped with sanitizing tools to clean the house or sensors to map the ammonia distribution across the entire floor.In layer houses, robots can be used for egg collection and even for training hens to use nesting boxes, reducing the number of floor eggs. By taking over these manual tasks, robotics reduce the need for human entry into the sheds, which is a massive leap forward for biosecurity. It ensures that the birds remain in a stable, quiet environment, which is proven to improve welfare and productivity.

Addressing the Realistic Challenges

Despite the clear advantages, the path to a fully digital farm is not without obstacles. The high initial investment for sensors, cameras, and software remains a major barrier, particularly for small scale and marginal farmers. There is also a significant need for training; the next generation of poultry professionals will need to be as comfortable with data analytics as they are with avian anatomy. Infrastructure limitations, such as inconsistent electricity and poor internet connectivity in rural areas, can hinder the performance of cloud based AI systems. Moreover, data management is a challenge in itself, farms generate massive amounts of information, and without the right tools, it can be overwhelming for a producer to turn that data into a decision.

Conclusion

The future of poultry production lies in a fully integrated Precision Poultry Farming (PPF) ecosystem. We are moving toward a world of affordable, plug and play sensors that even smaller farms can adopt. Mobile advisory tools will soon provide farmers with AI assisted decision making at their fingertips, giving them real time advice on whether to adjust the feed, change the ventilation, or call a vet. We will see the rise of smart poultry sheds that are almost entirely self regulating, using solar power and AI to maintain perfect conditions regardless of the external weather.Artificial Intelligence will not replace poultry producers, but producers who use AI will lead the future. This technology is the bridge that will allow the industry to meet the global protein demand while staying profitable, ethical, and sustainable. For the modern poultry entrepreneur, the question is no longer if they should adopt AI, but how fast they can integrate it into their journey toward excellence.

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Smart Poultry Farming: Use of Technology and Automation

Komal*, Abhishek Kumar, Richa Arora, Asha Yadav and Kaushlendra Singh

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Introduction:

Poultry farming has changed rapidly over the past few years, moving away from conventional methods toward more advanced, technology-based systems. The concept of smart poultry farming—where automation and digital tools are integrated into daily operations—is gaining importance as a practical and sustainable way to increase efficiency, reduce manual labour, and maintain better bird health. Today, poultry producers face increasing pressure to boost production while also meeting higher standards of animal welfare and environmental sustainability. In this context, modern technologies such as the Internet of Things (IoT), artificial intelligence (AI), big data analytics, cloud computing, and robotics are playing a crucial role. These tools enable farmers to track flock conditions in real time, automate feeding and climate control, and make informed management decisions based on accurate data.

Despite these advantages, the adoption of smart technologies remains challenging. High initial investment, limited infrastructure, and difficulties in operating under varying environmental conditions can hinder their widespread use, especially for small and medium-scale farmers. To overcome these barriers, strategies like government subsidies, cooperative farming approaches, and the development of affordable and adaptable technologies are being encouraged. Moreover, there is still a need for more focused research to better understand how these innovations can be effectively implemented across different poultry farming systems.

The application of Smart Technology i.e. IoT, AI, Big Data, Cloud Computing, and Robotics in poultry farming:

1. Internet *das Coisas* (IoT) :

This refers to a network of interconnected devices that communicate through the internet to collect and exchange data in real time. These systems enable seamless interaction between devices and centralized platforms, allowing better control, automation, and decision-making. In poultry farming, IoT technologies provide farmers with the ability to closely monitor and regulate environmental conditions within poultry houses, thereby enhancing bird comfort and overall farm efficiency. The use of real-time sensors is a key component of IoT-based systems. These sensors continuously track important parameters such as temperature, humidity, and air quality, and instantly alert farmers to any unfavourable changes. This helps in maintaining optimal environmental conditions, reducing the risk of heat stress and respiratory diseases, and ultimately improving productivity while lowering mortality rates. Additionally, sensors installed in feeders and drinkers monitor feed and water intake patterns, enabling better management and efficient resource utilization. However, the adoption of IoT in poultry farming is not without challenges. In many rural areas, inadequate communication networks and inconsistent electricity supply can limit the effectiveness of these systems. Harsh environmental conditions and remote farm locations may also create difficulties in maintaining and operating devices. The high initial investment required for IoT infrastructure remains another significant barrier, particularly for small-scale farmers.

Despite these limitations, IoT holds considerable promise for improving poultry production and animal welfare. Addressing issues related to infrastructure, cost, and system reliability will be essential to fully realize its benefits in the poultry sector.

2. Artificial Intelligence (AI) and Machine Learning (ML) in Poultry Farming

Artificial Intelligence (AI) refers to computer systems designed to perform tasks that typically require human intelligence, such as recognizing patterns, analysing data, and making decisions.

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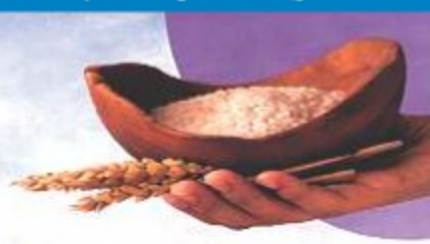

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Machine Learning (ML), a subset of AI, uses algorithms that learn from data and continuously improve their performance without being explicitly programmed for every specific task. In poultry farming, AI and ML technologies are increasingly being used to enhance efficiency and productivity. These tools can optimize feeding strategies, monitor bird health, and regulate environmental conditions within poultry houses. By analysing large datasets, such systems help in early disease detection, better resource management, and improved overall welfare of birds.

However, the adoption of AI and ML in poultry farming presents several challenges. One major limitation is the requirement for large amounts of accurate and high-quality data, which may not be readily available to small-scale farmers. In addition, inadequate infrastructure and the high cost of implementing such technologies restrict their widespread use. There is also a growing need for well-defined regulatory frameworks to ensure responsible application, safeguard data privacy, and maintain system security. Although AI and ML offer significant potential to transform poultry production, addressing issues related to data availability, infrastructure, cost, and regulation is essential. Efforts should be directed toward developing affordable, user-friendly, and secure solutions so that even small producers can benefit from these advanced technologies.

3. Big Data and Advanced Analytics in Poultry Farming

Big Data refers to extremely large and continuously generated datasets that exist in multiple formats and require specialized tools for storage, processing, and analysis. In poultry farming, such data are collected from sources like environmental sensors, flock health monitoring systems, and production records. Advanced Analytics, which includes techniques such as machine learning and predictive modelling, is used to analyse these datasets and generate meaningful insights. These insights support improved farm management, enhance productivity, and contribute to more effective genetic selection of birds. Despite its advantages, the application of Big Data in poultry farming faces several limitations. Weak communication networks and limited internet connectivity in rural areas often restrict efficient data collection and transmission. Unreliable electricity supply further complicates the consistent operation of digital systems. Additionally, the use of Big Data requires technical expertise, which may not be readily available to small-scale farmers. Another concern is data quality; incomplete, inconsistent, or inaccurate data can lead to incorrect conclusions, making it necessary to adopt proper data validation and management techniques.

Overall, Big Data and advanced analytical tools have strong potential to improve efficiency, precision, and sustainability in poultry production. However, addressing challenges related to infrastructure, technical capacity, and data reliability is essential. Developing clear guidelines for ethical data use and creating affordable, user-friendly solutions will help make these technologies more accessible, particularly for small and medium-scale poultry producers.

4. Cloud Computing in Poultry Farming

Cloud Computing refers to the delivery of computing resources such as storage, processing power, and software over the internet. It allows users to access services on demand, scale resources as needed and pay only for what they use. In smart poultry farming, cloud-based systems provide a reliable platform for handling large volumes of data generated from sensors, cameras, and other monitoring devices. These systems enable secure data storage, real-time processing, and easy visualization through user-friendly dashboards, supporting better decision-making. However, the adoption of cloud computing in poultry farming is associated with several challenges. Limited internet connectivity and inadequate infrastructure, especially in rural areas, can restrict efficient use of cloud services. Additionally, both initial setup costs and ongoing operational expenses may be prohibitive for small-scale farmers.

Despite these limitations, cloud computing has strong potential to enhance data management and analytical capabilities in poultry farming. Addressing issues related to connectivity, infrastructure, and affordability will be essential to ensure that its benefits are accessible to a wider range of producers.

5. Automation and Robotics

Automation and robotics in poultry farming refer to the use of machines and intelligent systems to carry out routine farm operations such as feeding, cleaning, egg collection, and monitoring of birds.

contd.. on page 69

In an exclusive interview with
Poultry Planner Team

THE ARCHITECT OF TOMORROW'S POULTRY INDUSTRY

An Exclusive Interview with **O.P. Singh**
Managing Director - ABTL, HUVEPHARMA SEA PUNE PVT. LTD., NNIPL, OPUSPET.
Founder - HELLO PROTEIN

Four decades of science, entrepreneurship, and innovation - the man quietly reshaping how India and the world feed its birds.

In a sprawling industry defined by integrators, integrations, and incessant pressures of cost and disease, O.P. Singh stands apart - not merely as a businessman, but as a scientist turned visionary whose four-decade journey has taken him from the biochemistry labs to the boardrooms of global pharma giants and back to the soil of India's poultry heartland. He is, by every measure, the rare entrepreneur who built not just companies, but an entirely new intellectual framework for how animal nutrition is practiced on the subcontinent.

From a Biochemistry Lab to an Industry Movement

Q. Mr. Singh, you have spent over four decades in the animal health and poultry industry. Take us back to the very beginning - what first drew you into this field, and how has the journey unfolded?

The journey, honestly, began with a deep love for science. I completed my Master's in Biochemistry from Banaras Hindu University -BHU- one of India's finest academic institutions. Enzymology fascinated me. The idea that a tiny biological molecule could catalyze extraordinary reactions, that it could unlock nutrition locked inside a grain of corn or soybean meal - that was profound to me. But science in isolation cannot create impact. I pursued an MBA from Kellogg's School of Management in the United States, and that changed everything.

ACADEMIC FOUNDATION

- **Msc. Biochemistry - Banaras Hindu University**
  Deep grounding in enzymology and molecular processes - the scientific bedrock of everything that follo wed.
- **MBA - Kellogg's School of Management, USA**
  Acquired the strategic lens to translate science into scalable, profitable industry solutions.

My earliest professional years were spent building some of India's foundational poultry enterprises. I played a pivotal role in establishing major brands including the VH Group, Tyson group and the Cargill Group's Indian operations. Each of those experiences taught me something irreplaceable - about supply chains, about farmer psychology, about the very delicate economics of a business that wakes up every morning worrying about feed costs, disease outbreaks, and market prices of chicken.

The most defining chapter, however, was founding ABTL — Advanced Bio-Agro Tech Limited. At that time, the Indian poultry industry was heavily dependent on conventional feed formulations. The scientific application of enzymology and fermentation technology in animal nutrition was barely understood, let alone adopted. We were, in many ways, building a market from scratch. That challenge, that responsibility — it energized me completely.

Building The Giant Ventures

Q. Tell us about your Group of Companies or organizations and how they coexist under your leadership.

- 2007 - Establishment of Advanced Bio-Agro Tech Ltd. (ABTL)
- 2009 – Establishment of Huvepharma SEA Pune Pvt. Ltd. (HSPPL)
- 2010 – Establishment of Nutrient Bio-Agro Tech Ltd. (NBPL)
- 2018 – Establishment of Opus Pet Pvt. Ltd.
- 2019 – Establishment of Norel NBPL India Pvt. Ltd. (NNIPL)
- 2025 – Establishment of Hello Protein

ABTL — Advanced Bio-Agro Tech Ltd — was established in 2007 and is headquartered in Pune. It is, at its core, an enzyme and biotechnology company. We develop, manufacture, and market enzyme-based solutions for poultry, dairy, and crop science Industries. We have state-of-the-art manufacturing facilities and R&D centers across India. Today, ABTL serves in India, SEA & MEA markets.

HUVEPHARMA SEA (Pune) Pvt. Ltd. is a Bulgarian-origin global pharmaceutical company among the world's leading manufacturers of animal health and nutrition products. It operates in over 90 countries across 6 continents, with manufacturing in Europe with FDA-approved facilities. Huvepharma portfolio includes coccidiostats, vaccines, Hygiene and microflora management products for poultry, dairy & aqua. We also offer the Aviapp® — a free digital application for poultry producers to record, store, and analyze performance data from their flocks in real time.

In 2010, NBPL Nutrient Bio-Agro Tech Ltd. was formed to formulate specialized combinations of ingredients resulting in high-quality, cost-effective, innovative products like anti-oxidants, egg quality improvers, mycotoxin binders etc.

In 2019, NOREL NBPL Norel NBPL India Pvt. Ltd. a strategic joint venture was formed between Pune-based Nutrient Bio-Agro Tech Pvt. Ltd. (NBPL) and Spain-based animal nutrition leader Norel S.A. The JV manufactures and markets advanced animal nutrition feed ingredients, specializing in emulsifiers, organic trace minerals, flavors etc.

At OPUSPET our guiding principle is the health & happiness of our furry friends. It's at the heart of everything we do. OPUSPET is a confluence, a passion for pet care – meets technology. We believe that there is no one size fits all, each animal is unique, their needs

are unique, and we recognize that. We offer customization at a micro level, and a range of specially formulated products designed to meet the needs of companion animals.

In collaboration with Mervue Laboratories, we bring to you research-based, scientifically formulated products to ensure highest bioavailability to maximise the health, wellbeing and lifecycle of companion animals. Our product range is a response to the concerns of pet parents – lifestyle diseases, health and wellness of their furry friends – dogs as well as cats. Our endeavor is to leverage our knowledge and experience to offer top of the line preventive and treatment options in companion animal care.

Every human being in the next generation needs protein security ensuring not only improvement in their health parameters but also efficiency in their lives. Every Indian citizen deserves qualitative protein inputs in their daily diet. Protein deficiency doesn't just harm individuals - it quietly drains corporate India. In a knowledge - driven economy where productivity depends on mental agility, nutrition is no trivial issue.

To bring this vision alive we are spearheading a countrywide initiative called "Hello Protein". The movement aims to spark conversations, debunk myths, and encourage Indians to consciously incorporate more protein into their daily diets. Theinitiative is designed to reach diverse segments from urban professionals and students to homemakers and fitness enthusiasts - by simplifying scientific information and converting it into practical, culturally relevant advice, supported by expert insights, public-awareness campaigns, and collaborations with nutritionists. Hello Protein strives to make protein education both accessible and engaging.

But more importantly, they represent a coherent philosophy: a sustainable and regenerative ecosystem for animal health.

Where Science, Sustainability, and AI Converge — The Road Ahead

Q. What is your vision for the Indian poultry industry over the next decade?

The poultry industry is at a critical juncture where sustainability and efficiency are no longer choices, but business imperatives. As regulations tighten—such as the ban on colistin and other antibiotic growth promoters in India—and global pressure to reduce the environmental footprint of animal protein production intensifies, the demand for affordable, safe protein continues to grow, particularly in Asia and Africa.

Artificial intelligence will transform this industry. We are actively developing AI-driven solutions that integrate data analytics, machine learning, and automation to predict disease outbreaks, optimize feeding programs in real time, and enhance farm productivity while ensuring bird health and welfare.

My vision for the Indian poultry industry is one of global competitiveness. While India is already the world's third-largest egg producer, we must now focus on food safety, reducing antibiotic residues, improving biosecurity standards, and building consumer trust. With the right regulatory support and industry cohesion, we can make India a global quality benchmark, rather than just a volume benchmark.

A Career Measured Not in Awards, But in Impact

Q. Looking back across four decades — what are the achievements that you are most proud of? What milestones define your career for you?

While awards and recognitions are certainly gratifying, the achievements I treasure most are more foundational. To me, four decades of scientific integrity and intangible trust are the currency that truly compounds over time.

A Message to the Industry — In His Own Words

Q. As we conclude — what is your message for the Indian poultry industry? For farmers, integrators, scientists, policymakers, and the next generation entering this field?

Mr. Singh pauses. Then, with the deliberateness of someone who has thought about this question not for this interview, but for decades:

"The Indian poultry industry is one of the most dynamic, most resilient, and most important food-producing ecosystems in the world. We are the third-largest egg producer globally. We are growing at 8–10% annually. We are feedinga billion people and we are just beginning to feed the world. That is an extraordinary privilege. But privilege demands responsibility."

Treat protein as a daily essential, not occasional supplement. Indians are estimated to consume less protein than recommended. WHO recommends 1 gm of protein per Kg of your body weight should be consumed. Every unit of qualitative protein ensures healthy life, therefore every plate of food on the household deserves either egg or chicken based on its safety norms & nutrient quality. In a fast-paced urban world, protein is strength - and a well-nourished India is a stronger, sharper, and more productive India.

Strong families are built at the dining table and a stronger India begins with adequate protein.

Le.t us work together - industry associations, government, farmers, scientists, technology providers etc. as I am absolutely confident that Indian poultry will not merely participate in the global food future but it will define it

ABTL

HUVEPHARMA

NBPL

OPUSPET

NOREL

NBPL

HELLO PROTEIN

We all experience mood dips, from mid-afternoon slumps to that restless, foggy feeling after a poor night's sleep. But what if the answer to better emotional balance isn't in your coffee cup or social feed, but your protein diet?

More than just fuel, food directly influences your brain chemistry. And when it comes to stabilising mood, protein plays a leading role. From boosting "happy hormones" like serotonin and dopamine to helping you feel fuller and calmer, high-quality protein can make a real difference.

The Protein Connection: How Amino Acids Lift Your Mood

Proteins are made up of amino acids, some of which are essential building blocks for brain chemicals that regulate your mood:

Tryptophan is a precursor to serotonin, the neurotransmitter responsible for feelings of wellbeing and emotional calm.

Tyrosine helps produce dopamine and norepinephrine, which are tied to motivation, focus, and alertness.

Without enough of these amino acids, your brain can't synthesise these "feel-good" chemicals efficiently. And here's the catch—your body can't store or produce all amino acids on its own. You have to get them from what you eat.

That's where complete protein sources, like chicken & eggs come in. They deliver all the essential amino acids your brain and body need to function at their best.

Boost Your Mood with Better Nutrition. Proper Nutrition Brings Happiness.

Fuel Your Ambition. What we Live By.

The World Happiest Country rankings and their Daily Protein Consumption

Sr. No	Countries	Happiness Score	Daily Protein Consumption per capita
01	Finland	7.7	123 g
02	Iceland	7.5	151 g
03	Denmark	7.5	113 g
04	Costa Rica	7.4	75 g
05	Sweden	7.3	70 g

Emotional well-being is a fundamental pillar of our overall health, directly affecting our quality of life, daily choices, and eating habits. Often, our psychological state influences the way we eat, while at the same time, our diet has the power to shape our mood.

Understanding this interaction can help us adopt healthy habits that promote both physical and mental balance.

You're braver than you believe, and stronger than you seem, and smarter than you think.

Choose Wisely. Eat Smartly. Be Happy.

If this mission resonates with you, do drop your ideas/ comments/suggestions at :**helloproteins25@gmail.com**

Nutrition in Modern Poultry Production: The Foundation of Health, Performance, and Profitability

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

Abstract
Nutrition is the single most influential factor determining productivity, health, feed efficiency, and profitability in modern poultry production. In today's highly competitive poultry industry, feed accounts for nearly 65–75% of total production costs, making nutritional management both a biological necessity and an economic priority. Modern poultry genetics have significantly improved growth rate, egg production, and feed conversion efficiency; however, these advancements have also increased the nutritional sensitivity of birds. Precision nutrition, balanced feed formulation, gut health management, and sustainable feeding strategies are now essential for maximizing performance while maintaining animal welfare and environmental sustainability. This article explores the principles of poultry nutrition, nutrient requirements, feed formulation strategies, gut health, feed additives, sustainability concerns, and future innovations shaping the global poultry sector.

1. Introduction

Modern poultry production is impossible without advanced nutritional science.
Genetics may determine the bird's potential, but nutrition determines whether that potential is achieved. A high-performing broiler or layer without proper nutrition is like a high-performance engine running on poor-quality fuel—it simply cannot perform efficiently.
The poultry industry has undergone massive transformation over the past few decades. Broilers now reach market weight in nearly half the time compared to previous generations, while commercial layers produce over 320 eggs annually under optimal conditions.
These improvements are not accidental. They are the direct result of coordinated advances in:

- Genetics
- Nutrition
- Disease control
- Management systems

Among these, nutrition remains the central driver of productivity.

2. The Role of Nutrition in Poultry Production

Nutrition affects every biological function in poultry, including:

- Growth rate
- Egg production
- Immune response
- Reproductive performance
- Skeletal development
- Feather quality
- Feed conversion ratio (FCR)
- Disease resistance

Poor nutrition immediately translates into economic losses through:

- Reduced growth
- Poor egg quality
- Increased mortality


WHY EGGS
ARE SUPERFOOD
E
High
High Protein
E
B12
Vitamin Rich
A, B12, E
Brain Health
(Choline)
Heart Support
Good for Eyes
Lutein & Zeaxanthin
Healthy Skin
& Hair
Strong Bones
EGGS =
DAILY NUTRITION
Stay Full
Longer
Boosts
Immunity

- Weak immunity
- Higher feed costs

The reality is simple:

Most poultry production problems eventually trace back to nutritional failures.

3. Nutritional Requirements of Poultry

Poultry require six major nutrient groups:

Water, Carbohydrates, Proteins, Fats, Vitamins & Minerals

Each nutrient plays a specific physiological role.

3.1 Water: The Most Ignored Nutrient

Water is the most critical nutrient, yet it is often overlooked.

A bird can survive longer without feed than without water.

Water functions include:

- Nutrient transport
- Temperature regulation
- Digestion
- Waste elimination
- Metabolic reactions

Poor water quality reduces feed intake and productivity.

Key concerns include:

- Microbial contamination
- Excess salinity
- Heavy metals
- Biofilm formation in drinker lines

Even the best feed cannot compensate for poor water quality.

3.2 Energy Sources

Energy is primarily supplied through:

- Corn
- Wheat
- Sorghum
- Rice bran
- Vegetable oils

Energy drives:

- Maintenance metabolism
- Growth
- Egg production
- Physical activity
- Energy imbalance creates problems:
- Excess energy → obesity and fatty liver
- Insufficient energy → poor growth and reduced egg production

Modern nutrition focuses heavily on optimizing energy density for maximum feed efficiency.

3.3 Proteins and Amino Acids

Protein is essential for:

- Muscle development
- Enzyme production
- Feather growth
- Hormone synthesis

However, birds do not actually require crude protein—they require amino acids.

Critical amino acids include:

- Lysine
- Methionine
- Threonine
- Tryptophan

Methionine is often the first limiting amino acid in poultry diets.

Protein deficiency results in:

- Stunted growth
- Poor feathering
- Reduced egg production
- Weak immunity

Excess protein is also inefficient because it increases nitrogen excretion and feed cost.

Precision amino acid nutrition is therefore more important than simply increasing crude protein levels.

3.4 Fats and Oils

Dietary fats provide:

- Concentrated energy
- Essential fatty acids
- Improved feed palatability
- Better absorption of fat-soluble vitamins

Common fat sources include:

- Soybean oil
- Palm oil
- Fish oil
- Poultry fat

Essential fatty acids are important for:

- Cell membrane integrity
- Reproduction
- Immune function

Oxidized fats can severely damage bird health and performance.

3.5 Vitamins

Vitamins are required in small amounts but are essential for metabolic function.

Fat-soluble vitamins:

- Vitamin A
- Vitamin D
- Vitamin E
- Vitamin K

Water-soluble vitamins:

- B-complex vitamins
- Vitamin C

Deficiencies can lead to:

- Poor bone development
- Weak immunity
- Reduced hatchability
- Nervous disorders

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standard practice in commercial poultry nutrition.

3.6 Minerals

Minerals are essential for:

- Bone formation
- Eggshell quality
- Enzyme activity
- Osmotic balance

Important minerals include:

- Calcium
- Phosphorus
- Sodium
- Zinc
- Selenium
- Manganese

Calcium and phosphorus balance is particularly critical in layers.Poor mineral nutrition results in:

- Weak bones
- Cage layer fatigue
- Thin eggshells
- Reduced productivity

4. Feed Formulation in Poultry Nutrition

Feed formulation is both a science and an economic exercise.

The goal is not merely to feed birds—it is to achieve maximum biological performance at the lowest possible cost.

Modern feed formulation uses:

- Linear programming
- Nutrient databases
- Least-cost optimization software

Factors considered include:

- Bird age
- Breed
- Production stage
- Climate
- Ingredient availability
- Market price fluctuations

5. Feeding Programs in Poultry Production

5.1 Broiler Feeding

Broiler nutrition is divided into phases:

Starter Feed

- High protein
- Supports rapid early growth

Grower Feed

- Balanced energy and protein

Finisher Feed

- Higher energy
- Optimizes market weight
- Poor phase feeding reduces feed efficiency significantly.

5.2 Layer Nutrition

Layer diets focus on:

- Egg production
- Eggshell quality
- Long-term skeletal health

Calcium requirements increase dramatically during lay.

Improper layer nutrition leads to:

- Eggshell defects
- Reduced egg size
- Production decline

6. Gut Health and Nutrition

Gut health has become one of the most important areas in poultry nutrition.

A healthy intestine improves:

- Nutrient absorption
- Immunity
- Feed efficiency

Poor gut health increases:

- Disease susceptibility
- Feed conversion ratio
- Mortality

6.1 The Gut Microbiome

The poultry gut contains billions of microorganisms.

Beneficial microbes help:

- Digest nutrients
- Produce vitamins
- Prevent pathogen colonization

Nutritional strategies now aim to stabilize beneficial microbial populations.

6.2 Alternatives to Antibiotic Growth Promoters

Due to global restrictions on antibiotics, alternatives are increasingly used:

- Probiotics
- Prebiotics
- Organic acids
- Phytogenics
- Enzymes

These additives improve gut health naturally.

7. Feed Additives in Modern Poultry Nutrition

Feed additives enhance productivity and efficiency.

Common additives include:

7.1 Enzymes

Enzymes improve nutrient digestibility.

Examples:

- Phytase
- Xylanase
- Protease

Benefits:

- Reduced feed cost
- Improved phosphorus utilization
- Lower environmental pollution

7.2 Probiotics

Probiotics contain beneficial bacteria that improve gut balance.

Benefits include:

- Better immunity

- Reduced pathogen load
- Improved performance

7.3 Organic Acids

Organic acids lower gut pH and inhibit harmful bacteria.

Common acids:

- Formic acid
- Butyric acid
- Propionic acid

7.4 Phytogenic Feed Additives

Plant-derived compounds such as:

- Garlic extract
- Oregano oil
- Turmeric
- Cinnamon

These improve digestion and may enhance immunity.

8. Nutritional Diseases in Poultry

Common nutritional disorders include:

- Rickets
- Fatty liver syndrome
- Ascites
- Perosis
- Vitamin deficiencies

Most are preventable through balanced nutrition and proper management.

9. Sustainability in Poultry Nutrition

Sustainability is now a major global concern.

Challenges include:

- Rising feed costs
- Soybean dependency
- Environmental pollution

9.1 Alternative Feed Ingredients

Potential alternatives:

- Insect meal
- Algae
- Fermented feed
- Agricultural by-products

These can reduce dependence on imported feed ingredients.

9.2 Precision Nutrition

Precision nutrition aims to:

- Reduce nutrient waste
- Improve efficiency
- Lower environmental impact

Future systems will increasingly use AI and sensor technologies for real-time feed optimization.

10. Future Trends in Poultry Nutrition

The future of poultry nutrition will focus on:

- Functional feeds
- Personalized nutrition
- Microbiome engineering
- Sustainable protein sources
- AI-driven feed formulation

The industry is moving from basic feeding toward highly data-driven nutritional management.

11. Conclusion

Nutrition is the foundation of modern poultry production.

Without proper nutrition:

- Genetics cannot perform
- Immunity weakens
- Profitability declines

The future poultry industry will belong to producers who understand that nutrition is not simply a feed cost—it is a strategic investment.

Efficient nutritional management improves:

- Growth
- Feed conversion
- Egg production
- Disease resistance
- Sustainability
- Profitability

In an increasingly competitive global market, precision nutrition is no longer optional. It is essential for survival.

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Organic Glycinated Trace Minerals: The Next Generation of Trace Mineral Nutrition for High-Performing Poultry

Dr. Hanumant V. Dahiphale

Technical Manager, Uttara Impex Pvt. Ltd.

Introduction

Trace minerals such as zinc (Zn), manganese (Mn), copper (Cu), iron (Fe), selenium (Se), and chromium (Cr) are required in minute quantities but play a crucial role in poultry production. They are involved in enzyme activation, immunity, skeletal development, antioxidant defense, reproduction, eggshell formation, and overall metabolic efficiency. Modern poultry genetics have significantly increased growth rates, feed efficiency, egg production, and reproductive performance, resulting in a higher demand for biologically available trace minerals.

As poultry genetics continue to evolve toward faster growth, higher egg production, improved feed efficiency, and superior reproductive performance, the demand for highly bioavailable trace minerals will continue to increase. Glycinated trace minerals offer a scientifically validated approach to meeting these nutritional demands while supporting profitability and sustainability.

Why Conventional Inorganic Minerals Are Inefficient

After entering the gastrointestinal tract, inorganic mineral salts rapidly dissociate under acidic conditions, releasing free metal ions such as Zn^{2+}, Mn^{2+}, Cu^{2+}, and Fe^{2+}. These highly reactive ions become vulnerable to numerous antagonistic interactions.

Within the digestive tract, minerals may bind with phytates, phosphates, fiber fractions, oxalates, silicates, sulfur compounds, and other dietary constituents, forming insoluble complexes that cannot be efficiently absorbed. In addition, minerals often compete for the same intestinal transport systems, reducing overall uptake efficiency.

As a result, a significant proportion of supplemented inorganic minerals remains unabsorbed and is ultimately excreted through manure. Besides increasing feed costs, excessive mineral excretion contributes to environmental contamination and reduced sustainability of poultry production systems.

Organic Glycinated Trace Minerals (UT-Glysomin) : A Modern Solution

Organic trace minerals were developed to overcome these limitations. Among the different organic mineral categories, glycinated trace minerals have emerged as one of the most scientifically advanced and biologically effective forms. A glycinate is formed when a trace mineral is chemically bound to glycine, the smallest naturally occurring amino acid. This creates a highly stable mineral-ligand structure that protects the mineral throughout the digestive process.

Because glycine is small and highly soluble, glycinated minerals possess several advantages:

1)Superior stability across varying pH conditions 2) Protection against mineral antagonisms 3) Higher mineral concentration 4) Improved intestinal absorption 5) Better tissue retention 6) Reduced mineral excretion 7) Greater consistency and product quality.

Compared with proteinates, propionates, and several other organic mineral sources, glycinate technology provides an excellent balance of stability, mineral density, bioavailability and cost effectiveness.

The Science Behind Glycinate Technology (UT-Glysomin)

Advanced glycinate technologies such as B-Traxim®2C utilize in Production of minerals use in UT-Glysomin Gold & Plus. The Minerals are highly defined crystalline and polymer structure with more than 99% complexation efficiency. The mineral remains protected from gastric degradation and reaches the primary absorption sites within the small intestine in a biologically available form.

Modern manufacturing technologies such as spray granulation through spouted-bed processing further enhance product quality by producing:

• *Uniform particle size (200–300 µm), Excellent flowability, Dust-free handling, Improved mixing uniformity, Resistance to caking, High water solubility*

These characteristics improve not only biological performance but also feed mill handling and premix stability.

Commercial Validation Under Indian Conditions

The effectiveness of glycinate technology use in UT-Glysomin has also been demonstrated under Indian commercial poultry conditions through trials

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conducted at Dr. B.V. Rao Institute of Poultry Management and Technology (IPMT), Pune.

In a 42-day broiler study, replacement of inorganic trace minerals with a glycinate-based trace mineral (UT Glysomin) program resulted in:

- At 500 g/ton feed improved final body weight by approximately 1.1%
- Better feed conversion ratio nearly 3 points.
- Higher breast and thigh meat yield
- Improved bone mineralization
- Increased tibia bone ash content by approximately 6.9%

A second large-scale evaluation comparing glycinate trace minerals (UT Glysomin) with inorganic minerals and another organic mineral source demonstrated:

- Approximately 2.8% higher body weight
- Superior feed conversion ratio
- Improved carcass characteristics
- Higher breast meat yield
- Nearly 9% improvement in tibia bone ash
- Better economic returns and profitability

These findings clearly indicate that highly bioavailable glycinated minerals can translate improved mineral utilization into measurable commercial benefits.

Enhanced Carcass Yield and Meat Quality

Modern poultry production increasingly focuses on saleable meat yield rather than only live body weight. Research has demonstrated significant improvements in carcass characteristics with glycinates Trace Minerals:

- Carcass yield increased by approximately 10%
- Breast meat yield improved by approximately 12.7%
- Drumstick yield improved by approximately 8.4%

Commercial broiler trials with UT Glysomin Gold and Plus further confirmed improvements in breast meat yield, thigh yield and overall carcass quality compared with conventional inorganic mineral supplementation.

These improvements are largely attributed to enhanced enzyme activity, better nutrient utilization, improved protein deposition, and superior skeletal support during rapid growth phases.

Scientific Evidence in Layers and Breeders

Improved Egg Production and Eggshell Quality in Layers

Modern layer strains place tremendous pressure on skeletal reserves and mineral metabolism, particularly during the late laying cycle. Trace minerals such as zinc, manganese, and copper play critical roles in eggshell formation, collagen synthesis, shell membrane integrity, and bone mineralization. Recent research evaluating glycinate trace minerals in layer feed during the late laying cycle demonstrated significant improvements in eggshell quality and mineral utilization. Birds receiving glycinate trace minerals showed:

- Improved eggshell breaking strength
- Improved eggshell thickness
- Better bone strength and mineral retention
- Improved trace mineral absorption
- Reduced zinc and manganese excretion compared with inorganic minerals

Improved Fertility and Hatchability in Breeders

Trace minerals are essential for reproductive performance because they influence hormone synthesis, embryo development, eggshell formation, antioxidant defense, and immune function.

A Poultry Science study evaluating replacement of inorganic trace minerals with complexed UT-Glysomin Gold in broiler breeders reported several important improvements:

- Approximately 1.23% numerical improvement in laying rate
- Increased production of qualified hatching eggs
- Improved yolk color
- Enhanced liver antioxidant capacity
- Better mineral retention and utilization

Researchers concluded that replacing high levels of inorganic trace minerals with lower levels of glycinate trace minerals improved egg quality and antioxidant status in broiler breeders.

Sustainability and Future Poultry Nutrition

Modern poultry production must achieve a balance between productivity, profitability, and environmental responsibility. Glycinated trace minerals (UT-Glysomin) support this objective by improving mineral utilization efficiency while reducing mineral losses into the environment. Because more of the supplemented mineral is absorbed and retained by the animal, lower inclusion levels can often achieve equal or superior biological responses compared with conventional inorganic mineral programs. This improves return on investment while reducing environmental mineral loading.

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Venworld Connect Layer Meet: Focus on Productivity Improvement and Egg Quality Enhancement at Badami, Karnataka

As part of *"Venworld Connect"* initiative, Venkateshwara B.V. Biocorp Pvt. Ltd. successfully conducted an impactful technical meeting on 10th April 2026 at Badami, Bagalkot, Karnataka.

The event witnessed strong participation from poultry farmers, integrators, and industry stakeholders, reflecting a growing shift toward scientific nutrition and performance-oriented management practices. Designed to benefit layer farmers, the meeting focused on delivering practical, field relevant knowledge backed by scientific advancements. During the inaugural session, **Mr. Lokesh R. D. (AGM – South) and Mr. M. Babu (Zonal Manager)** addressed the gathering, emphasizing the critical role of nutrition in achieving consistent and efficient poultry performance. They reiterated Venworld's commitment to supporting farmers and industry partners through transparent, innovative and science driven solutions tailored to the evolving needs of the poultry sector.

Enhancing Performance through Precision Nutrition Dr. Sunil Nadgauda (DGM – Technical, VBVBC) led the technical session, sharing valuable insights into modern poultry nutrition. He emphasized that precision nutrition is essential for achieving optimal performance in today's long -laying birds. He explained that targeted nutrition directly impacts key performance indicators such as **Feed Efficiency (feed per egg), Egg production and Liveability.** Achieving consistent results depends on efficient nutrient utilization at the bird level and maintaining the right balance of energy and other nutrients in feed formulations. The session also covered strategies to sustain egg production and improve egg quality throughout the laying period. Discussions emphasized the importance of balanced nutrition and gut health, particularly during the later stages of the laying cycle when maintaining productivity becomes more challenging. Special focus was given to achieving uniform egg size and consistent production, which are key indicators of efficient layer management. Dr. Nadgauda highlighted that improved gut health enhances nutrient absorption, directly influencing egg quality parameters such as shell strength, albumen quality, eggshell breakage etc. He also stressed the

importance of maintaining an optimal **calcium-to-phosphorus (Ca:P) ratio** across different production phases to support proper eggshell formation and minimize egg breakage.

Additionally, **Dr. Sachin Kadam (Product Executive, VBVBC)** elaborated on key nutritional strategies for layers, reinforcing the role of precise

nutrient balance in sustaining production and improving egg quality.

Highlight: EGGXTRA 5% Composite Premix

A key highlight of the meeting was EGGXTRA 5% Composite Premix, a targeted nutritional solution developed specifically for commercial layers. The formulation is designed to support sustained egg production, improve egg quality, and ensure a consistent supply of essential nutrients required for optimal flock performance. The premix is thoughtfully designed to meet the nutritional requirements of layers across all production phases. It supports phase feeding, recognizing that birds have different nutritional needs during pre-lay, peak production, and late laying stages. By addressing these stage-specific requirements, the **Eggxtra 5%** composite premix helps maintain consistent productivity, egg quality and flock health throughout the laying cycle.

Additionally, the premix offers flexibility, allowing farmers toincorporate locally available raw materials, making it both practical and costeffective. Furthermore, the VBVBC nutrition team showcased their expertise in developing customized, farm-specific feed formulations tailored to individual farmer requirements. This approach enables farmers to optimize feed efficiency, effectively manage input costs, and achieve improved economic returns without compromising performance.

Positive Response and Commitment to Excellence

The sessions received highly positive feedback from participating farmers, who appreciated the practical insights, field-oriented recommendations, and strong technical support provided by the Venworld team. The successful execution of the event was made possible through the dedicated efforts of Venworld's sales and technical teams. Through such initiatives, Venworld continues to strengthen its commitment to advancing poultry nutrition through science, innovation, and farmer-centric solutions. By emphasizing precision nutrition, gut health, and biosecurity Venworld remains a trusted partner in helping poultry farmers achieve improved performance, enhanced productivity and sustainable growth

Transforming Poultry Health in Nepal: Launch of "VENGEM" - A low pathogenic avian influenza (H9N2) vaccine

Low Pathogenic Avian Influenza (LPAI) H9N2 subtype has led to significant economic losses to the poultry industry around the world. These losses are primarily due to a substantial decline in egg production, respiratory illness and complications, and mortality. The H9N2 G1-W lineage infections are been increasingly reported in Nepal and are now widely prevalent across poultry, posing a serious threat to poultry industry.

Despite the availability of commercial H9N2 vaccines internationally, their effectiveness in Nepal has remained uncertain due to antigenic differences between imported vaccine strains and the locally circulating field strains. This mismatch often leads to suboptimal protection and increases the risk of vaccine failure under field conditions.

To address this challenge, VentriBiologicals a leading manufacturer of poultry vaccines in India registered the low pathogenic avian influenza H9N2 vaccine in Nepal. This vaccine was launched and used in India, since December 2024. The introduction of this vaccine in India played a crucial role in strengthening the respiratory disease control programs, reducing economic losses, and improving the livelihoods of poultry farmers.

The technology was developed by ICAR-National

Institute of High Security Animal Diseases (NIHSAD), Indiato control antigenically diverse H9N2 strains prevalent in theregion. Under the Government's technology transfer policy, the vaccine technology "Inactivated Low Pathogenic Avian Influenza (H9N2) Vaccine for Chickens" was transferred from ICAR-NIHSAD, Bhopal to M/s Venkateshwara Hatcheries Pvt. Ltd., Pune. This transfer was facilitated by Agrinnovate India Ltd. (AgIn), New Delhi. As part of this initiative, hands-on training on the inactivated H9N2 vaccine was conducted at NIHSAD, Bhopal for 'Ventri Biologicals' production team. Ventri Biologicals established a state-of-the-art Biosafety Level-3 (BSL-3) vaccine manufacturing facility dedicated to avian influenza vaccine production. The facility incorporates advanced process automation, including semi-automatic chick embryo inoculation systems, automated allantoic fluid harvesting, closed-system inactivation, and automated formulation, filling, and labeling processes.

VentriBiologicals had branded the vaccine as "VENGEM", symbolizing a valuable solution aimed at safeguarding poultry health and enhancing productivity. In future, VentriBiologicalshas plansto expand its Vengem vaccine portfolio with a series of related products, including concentrated formulations and combination vaccines with other viral antigens.

To create awareness and share insights on the VENGEM vaccine, a series of meetings with poultry farmers and veterinary consultants were conducted in Nepal at Kathmandu and Chitwan on 6th and 8th April 2026 respectively. The vaccine was officially introduced by Dr. Prakash Reddy, with a comprehensive presentation on effective disease control strategies, emphasizing how Vengem strengthens flock immunity and minimizes economic losses caused by Low Pathogenic Avian Influenza (LPAI).The sessions included an introductory address by Mr. Chita Sahoo, coordination by Dr. SambhajiNimbalkar, and a vote of thanks by Mr. JivanKunwar.

The launch of VENGEM marks a significant milestone in strengthening disease control strategies in the poultry sector in Nepal.

ZAMIRA AUSTRALIA organised Technical Seminar on 18th May, 2026 at Chhattisgarh

On 18th May, ZAMIRA AUSTRALIA have organised a wonderful Technical seminar for Poultry farmer's of Chhattisgarh.The beauty of the seminar was the felicitation of "Founder Icon of Chhattisgarh Poultry" in which Shri SS Brahmnkar, Shri Achin Banerjee, Shri SK Sur, Shri Ravi Sarin & Late Shri Kiran Patel was honoured by Mementos. In technical Session my topic was "Complexity of Respiratory Disease and their management"... Everyone appreciated my topic and way of my presentation. It was a wonderful Seminar ended with Gala dinner.

From Shell to Skeleton: Speaker Spotlight

Seminar Topic:
Calcium's Overlooked Story in Poultry

Dr. Vorachai Leethochawalit

Poultry Disease & Management Consultant
Chulalongkorn University, Bangkok

Dr. Vorachai is a renowned veterinary and poultry industry expert with over 40 years of experience in poultry breeding, animal health, vaccine commercialisation and integrated farm management across SEA. A graduate of Chulalongkorn University, he has held senior roles at leading companies including Intervet, Hendrix Genetics and Ceva Santé Animale. He currently works as an independent poultry farm consultant, specialising in sustainable and non-antibiotic poultry production systems.

Seminar Topic:
Complexities & Management of Respiratory Diseases in Poultry

Dr. Manoj Shukla

Poultry Consultant at Raipur Chathisgarh

Dr. Manoj is a respected poultry veterinarian and consultant with over 20 years of experience in poultry health management, disease diagnosis, feed formulation and technical advisory services for poultry farms across India. With a background in veterinary science and marketing management, he has been actively involved in poultry consultancy, farmer training and industry development initiatives, supporting sustainable and efficient poultry production systems.

Monday, 18 May: 6:30 PM onwards
Hotel Babylon Capital, VIP Chowk, Raipur

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Incuba Forum Asia 2026 Brings Together more than 350 Global Poultry Experts in Indonesia - *Ricky Thaper*

Incuba FORUM ASIA 2026, a premier platform dedicated to innovation, knowledge exchange and collaboration across the poultry value chain was organised at Hotel Trembesi in Indonesia from April 28–30, 2026.

The conference brought together global experts to discuss technology, automation, welfare, sustainability, breeder management and incubation excellence shaping the future of the poultry industry and featured distinguished speakers including Dr. Edgar Orlando, Dr. Vincent Guyonnet, Dr. Udi Ashash, Loic Gault, Richard Mackie, Gabriela Menin, Alan Verrees, Dr. Faran Hameed, Dr. Thanakrid Luupanyalerd, Gordon Butland, Dr. Tugrul DURALI, Prof. Dr. Sjaak De Wit, Dr. Mark Anthony Gabriel, Rasel Ahmed, Stephen Evans, Keith Bramwell, PhD and Muntaser Salem , MBA, who shared valuable insights on technology, automation, vaccination strategies, and sustainable poultry production.

The session "Challenges, opportunities and outlook of the poultry industries in Asia" brought together influential voices including Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India; Mr. Achmad Dawami, Chairman, Indonesian Poultry Breeding Companies Association, Mr. Jeffrey Ng Chonn Nge Ng, Advisor, Federation of Livestock Farmers Association of Malaysia and Dr.Farhan Farooq, Secretary General, World Poultry Science Association (WPSA) - Pakistan. The session was very nicely moderated by Mr. Yiannis Christodoulou, facilitating meaningful dialogue on regional industry outlooks. This interactive session brought the diverse regional perspectives from across Asia and the global poultry sector addressing the evolving sustainability landscape in the poultry sector.

These companies had their booth at the conference- Royal Pas Reform, Phibro Animal Health, Petersime, Elanco, Jamesway, CEVA SANTE ANIMALE, 4Nutrition, Antitox. Additional valuable insights were delivered by Mr. Rasel Ahmed, Mr. Stephen Evans, Dr. Keith Bramwell, PhD, and Mr. Muntaser Salem , MBA, who shared practical approaches and scientific advancements aimed at improving poultry production efficiency and chick quality. The sessions and discussions were further strengthened by the moderation of Craige Allan.

incubaFORUM ASIA 2026 was a resounding success, widely appreciated for its high-quality technical content, diverse expert participation and strong networking opportunities.

Congratulations to Mr. Luis Carrasco, Managing Director, Grupo de Comunicación Agrinews, S.L., Mr. Arief Fachrudin, Coordinator-Asia, aviNews Asia, Ms. Carla García Alarcón, International event aviNews International, Ms. Isa Tan, Editor, aviNews Asia, NutriNews Asia, porciNews Asia, Mr. Ashraf Ali A, Sales-South Asia,aviNews Asia and NutriNews Asia and all other team members as they all deserve strong appreciation for delivering a well-structured and impactful conference that continues to strengthen knowledge-sharing and progress within the poultry industry.

"Chicken & Eggs : Real Food. Real Facts."

Vets In Poultry World Veterinary Day National Press Conference 24 April 2026 | New Delhi

At a time when misinformation spreads faster than science, the poultry sector in India faces an unusual challenge: not disease, not production constraints, but perception. The National Press Conference organized by VIP-Vets In Poultry, on the occasion of World Veterinary Day, addressed one of the most pressing issues affecting the sector the growing ecosystem of myths and misinformation surrounding chicken and eggs. Across India, more than 200 recurring myths influence consumer behaviour, media narratives, and even policy discussions. These myths range from concerns about hormones and antibiotics to misconceptions about bird flu, egg safety, nutrition, and environmental impact. While these narratives often originate from isolated incidents, partial information, or social media amplification, their impact is far-reaching. The cost of misinformation is not theoretical. It is real, immediate, and deeply human. Farmers, often operating on tight margins, are the first to absorb the shock. A rumour can collapse demand overnight. A viral message can disrupt entire supply chains. Markets that run on habit quickly shift to fear. Importantly, these disruptions occur even when there is no change in scientific evidence, no new health advisory, and no verified risk to consumers. The

poultry sector is not just an industry it is a critical component of India's nutritional security. Chicken and eggs are among the most affordable and accessible sources of high-quality protein. They play a crucial role in addressing protein deficiency, supporting child growth, and improving public health outcomes. Misinformation, therefore, does not just harm producers; it directly affects national nutrition goals. At the press conference, VIP presented a structured "Myth vs Fact" framework to address some of the most widely circulated beliefs. These included concerns around hormones in broiler chicken, antibiotic residues, the safety of consuming poultry during disease outbreaks, the nutritional value of eggs, and the perceived superiority of "desi" variants.

Scientific evidence remains clear and consistent. The use of growth hormones in poultry is not practiced due

to biological, regulatory, and economic reasons. Antibiotic use in poultry is governed by evolving stewardship practices, compliance frameworks, and regulatory oversight, with increasing emphasis on responsible usage. Disease outbreaks such as avian influenza are managed through established surveillance and response systems, and food safety risks depend on proper handling and cooking rather

than mere association with the disease event. Similarly, long-standing consumer beliefs such as brown eggs being more nutritious than white eggs, or desi chicken being inherently safer than broiler chicken do not hold scientific ground. Egg shell colour is determined by breed and has no direct relationship with nutritional content. Food safety, whether in eggs or meat, depends on hygiene, storage, handling, and cooking practices. Another critical area addressed was the growing tendency to link poultry consumption with unrelated health conditions such as early puberty, infertility, or chronic diseases. Experts emphasized that such conditions are influenced by multiple factors, including lifestyle, environment, genetics, and broader dietary patterns. Isolating chicken or eggs as singular causes is not supported by evidence and risks oversimplifying complex public health issues. The environmental narrative surrounding poultry was also discussed. While all food production systems have environmental footprints, poultry remains one of the most efficient converters of feed into protein. Waste management, when done responsibly, allows for recycling and productive use, including applications such as organic fertilizers and biogas. The focus, therefore, should be on improving systems and practices rather than generalizing entire sectors as harmful. A key message from the conference was the need for responsible communication. In the age of instant information, the line between verified news and unverified content has blurred. VIP emphasized that outbreak-related news must be communicated with precision, clearly distinguishing between exposure risks and consumption risks. Public messaging must be grounded in verified data, supported by scientific evidence, and aligned with official advisories. The role of regulatory bodies such as FSSAI, public health

institutions, and veterinary authorities remains central in ensuring food safety. These systems are active, evolving, and responsive. At the same time, the media plays a critical role in shaping public understanding. Responsible reporting, therefore, is not just about speed, but about accuracy, context, and clarity. VIP - Vets In Poultry, as a professional body of veterinary experts, reiterated its commitment to scientific integrity, public health, and sectoral

transparency. The organization highlighted that addressing misinformation is not merely a defensive exercise for the industry. It is a professional and ethical responsibility rooted in science, animal health, and consumer welfare. As India continues its journey toward improved nutrition, food safety, and sustainable agriculture, the importance of trust cannot be overstated. Trust is built on facts. And facts must be protected.

Dr Santosh Ire, Secretary, VIP, presented the initiative and highlighted the need for scientific awareness. Dr Ajay Deshpande, President, explained the role of VIP and emphasized the importance of poultry products in India's nutritional ecosystem and food market. Dr Anju

Deshpande, Media Head, along with Dr Anurag Jena and Dr Jeevan Sonawane, addressed widely circulated myths related to chicken and eggs, reinforcing evidence-based facts. Dr Pinky Dalal, Dietician, AIMS Delhi shared practical and need base importance of protein in india and reality check of consumer mindset. Regional Presidents Dr Vishal Rawat, Dr Sharad Singh & Dr Surender Jahangir stressed the importance of scientific and responsible poultry farming practices.

Mr Uday Byas, President, Poultry India, highlighted the critical role of the Indian poultry sector in ensuring national food security. Mr Nawab Ali, President, UP Breeder Association enlighten need of vets and poultry protein. The event was attended by major poultry associations, government authorities, and medical professionals. VIP appealed to consumers across India to rely on verified information and connect with the VIP media team if they encounter misleading or unscientific news related to poultry. For further information, clarifications, or expert insights, stakeholders and media professionals are encouraged to connect with VIP - Vets In Poultry. "**Chicken & Eggs : Real Food. Real Facts.**"

De Heus Animal Nutrition India Breaks Ground for Precision Feeding and Farming Project for Independent Farmers

De Heus Animal Nutrition India marked a major milestone in advancing modern poultry farming with the ground breaking ceremony of the **Precision Feeding and Farming for Independent Farmers in India** project on 26th April 2026. The ceremony took place at the upcoming farm site, where a state-of-the-art model poultry farm will be developed under the RVO Cluster Program.

The project is a collaborative initiative between De Heus Animal Nutrition India, Manreet Hatchery, VDL Agrotech and Royal Pas Reform. Together, the partners aim to create a modern demonstration farm equipped with advanced technologies and precision farming practices designed to improve efficiency, productivity, and sustainability in poultry production.

Mr. Rutger Oudejans along with management team of De Heus, Mr. Dharminder Singh from Manreet Hatchery, Mr. Surachai Chaicompa from VDL Agrotech, participated in the groundbreaking ceremony.The event brought together key stakeholders, industry experts, poultry farmers and project partners to celebrate the beginning of an initiative focused on empowering independent poultry farmers with innovative and practical farming solutions.

During the ceremony Mr. Gerry Oude Elferink, Poultry Nutrition and Support Director at De Heus, provided an in-depth overview of the project and explained the technical aspects of the upcoming model farm. He emphasized how precision feeding and modern farm technologies can help farmers optimize feed efficiency, improve bird performance, strengthen biosecurity, and enhance overall farm management practices and highlighted the importance of integrating

technology and nutrition to build a more sustainable and future-ready poultry sector in India.

The model farm under the project is envisioned as a knowledge and demonstration centre where independent farmers can gain practical exposure to modern poultry production systems and best practices. By combining global expertise with local implementation, the initiative aims to contribute significantly to the modernization and long-term growth of India's poultry industry.

Speaking on the occasion, representatives from the partner organizations reiterated their shared vision of supporting farmers through innovation, collaboration, and sustainable development. The project reflects the growing commitment of Indo-Dutch partnerships in strengthening the agricultural and livestock ecosystem in India.

With the groundbreaking ceremony marking the official start of the project, De Heus Animal Nutrition India and its partners look forward to creating a benchmark model for precision poultry farming that can inspire and benefit farmers across the country.

New commercial broiler trial into ammonia abatement

An independent ammonia abatement trial carried out by Charman Ag, in collaboration with Lallemand Animal Nutrition, has demonstrated that targeted microbial interventions can deliver a substantial reduction in ammonia emissions from commercial broiler housing, without the need for capital investment.

The yearlong study evaluated the use of the probiotic supplement Bactocell Drink in conjunction with the building surface application of Lalfilm PRO, a positive biofilm-forming bacterial complex. Results showed a 42% reduction in ammonia emissions across the year, alongside lower inhouse ammonia concentrations.

For broiler producers facing increasing pressure to manage ammonia, these findings highlight a practical, cost-effective approach that can be implemented in existing buildings without infrastructure change.

Trial design

Emissions data was collected from two commercial broiler sheds, one treatment and one control, over a period of 12 months, capturing ammonia across all seasons, reflecting real world variation in weather, ventilation demand, and crop performance.

Sheds were conventionally managed, each housing approximately 17,500 Red Tractor stocked broilers in the East Riding area of Yorkshire.

Ammonia concentrations in sheds were measured continuously in real time using tuneable diode laser absorption spectroscopy (TDLAS), accounting for ventilation rates and climate to allow accurate calculation of ammonia emissions expressed in kilograms of ammonia per animal place per year (kg NH_3/ap/year).

The trial design and monitoring methodology followed VERA guidelines and protocols, utilising Charman Ag's proprietary technology, and established experience in quantifying ammonia emissions from commercial livestock systems for industry, governmental and non-governmental bodies.

Dom Charman of Charman Ag explains: "By capturing continuous emissions and ventilation data over a full year, we were able to account for seasonal variation and management changes. This ensures any differences observed between the control and treatment sheds can be robustly attributed to the microbial interventions rather than external factors."

Treatment approach

A combined microbial strategy was adopted to explore the best possible outcome for ammonia reduction. Lalfilm PRO, containing selected beneficial biofilm-forming bacteria, was applied once per crop by fogging the building after cleaning and disinfection, and before chick placement. The product was misted onto walls, ceilings, litter, and feeding and drinking equipment to establish a positive microbial biofilm on internal surfaces.

Bactocell Drink was applied on crumb feed at placement and via the drinking water at defined stress points, including early life, around Gumboro vaccination, ahead of feed changes, and prior to thinning.

Trial results

Charman says analysis of the full dataset shows a clear and verifiable reduction in ammonia emissions from the shed receiving the microbial interventions.

"Using a validated emissions monitoring approach, the treatment shed produced lower ammonia concentrations and emissions than the control shed across the year," he explains.

The control shed recorded an annual ammonia emission factor of 0.023kg NH_3/ap/year, closely aligning with the current benchmark value of 0.024kg NH_3/ap/year. This confirmed that the control building was representative of a well-managed conventional broiler system.

In contrast, the treatment shed, receiving the microbial interventions recorded a mean annual ammonia emission factor of 0.013kg NH_3/ap/year, 42% lower than the control, with results passing all robustness checks.

"This gives a high level of confidence that the reduction observed is attributable to the treatment protocol," Charman adds.

While the primary focus of the trial was emissions to air, ammonia concentrations within the treated shed were also significantly reduced.

"Lower inhouse ammonia levels are fundamental to emissions reduction, but they are also relevant to bird welfare outcomes and stockperson exposure," he says.

Implications for producers

Hannah Elliott, monogastric technical manager for

Lallemand Animal Nutrition says the findings demonstrate how commercially available microbial solutions can reduce the environmental impact of existing broiler units.

"Achieving a 42% reduction in ammonia emissions without capital investment or infrastructure change is a significant result for the industry. This protocol for Lalfilm PRO and Bactocell Drink can be applied to any poultry enterprise with a drinking water dosing system for approximately a penny per bird," she explains.

"The Bactocell Drink probiotic bacteria Pediococcus acidilactici CNCM I – 4622 has been authorised and sold as a gut flora stabiliser since 1999 and registered for all avian species since 2020. Lalfilm Pro has been used by poultry producers in the UK since 2018 as part of environmental and hygiene management routines." Charman Ag's ammonia data provides a measured environmental outcome under commercial conditions.

Italy launches the first pilot vaccination project for HPAI in poultry farms

Starting in May 2026, the Italian Ministry of Health will begin a pilot vaccination program against highly pathogenic avian influenza (HPAI – H5 subtype). The initiative is being implemented in cooperation with the Veneto and Lombardy regions and with the full participation of the poultry industry supply chain.

The program will involve a small number of selected farms in the provinces of Verona and Mantua and will target the most vulnerable poultry categories, specifically meat turkeys and egg-laying hens. The project involves birds from the earliest stages of life, using vaccines approved at European level. It will be supported by a strengthened monitoring system and advanced traceability tools to assess on the field all operational aspects related to animal vaccination.

Vaccination for HPAI will be an additional protective measure that works alongside – and does not replace – the existing biosecurity, surveillance and control measures already in place. It will position Italy among the most advanced European countries in adopting innovative tools for the prevention and control of animal diseases with significant health and economic consequences. The aim is to strengthen the system's ability to contain the spread of the virus, reducing the risk of outbreaks and safeguarding the continuity of production in the national poultry sector, thereby limiting the economic impact of the disease.

The vaccination for HPAI in poultry also fully aligns with the One Health approach, recognising the connection between animal health, human health, and the environment. Reducing viral circulation in farms in fact helps lower the risk of viral adaptation and potential "spillover" events to humans, thereby reinforcing prevention efforts in the field of public health as well.

Source: https://www.izsvenezie.com/italy-launches-pilot-vaccination-hpai/

EU blocks Brazilian poultry imports as antimicrobial rules tighten

The European Commission confirmed that Brazil will not be authorised to export poultry or other animal-origin products to the EU from 3 September 2026, following a review of compliance with antimicrobial-use rules.

The move forms part of Brussels' wider effort to enforce so-called "mirror measures", requiring overseas suppliers to meet the same animal medicine standards already imposed on European farmers.

In its official announcement, the Commission said: "The countries on the list have proven their compliance with the EU restrictions on antimicrobial use in food-producing animals." Brazil's omission from that list means exports of poultry, beef, eggs and other covered products will effectively be halted unless the country can demonstrate compliance.

European and UK producers have repeatedly argued that imported poultry should be held to equivalent production standards, particularly on antibiotic stewardship, where domestic producers have spent years reducing usage and tightening veterinary oversight.

The European Commission underlined that the issue is specifically linked to antimicrobial policy, stating: "Under EU rules, the use of antimicrobials in livestock for growth or yield purposes is not allowed, nor can animals be treated with antimicrobials reserved for human infections."

Brazil remains one of the world's largest poultry exporters, and the European Commission has made clear that exports could resume if compliance is demonstrated.

Brussels described antimicrobial resistance as "one of the biggest public health threats of our time", adding that stricter import controls are intended to

ensure that overseas producers operate under comparable standards to European farms.

Do not let poultry bio-security slip this summer

Poultry producers are being urged to use the summer months to strengthen structural biosecurity measures and maintain behavioural protocols.

Dr Paul Talling, biosecurity adviser at Livetec Systems, says this period is a valuable opportunity to tackle practical improvements to poultry buildings that may be harder to complete during winter or when birds are housed.

"The warmer, drier months provide an opportunity to review biosecurity weak points in and around housing, ensure buildings are secure and poultry are protected from direct disease ingress."

Talling said producers should view summer biosecurity checks and improvements as essential maintenance.

"Proactive practical measures can make a real difference to disease prevention," he said.

"This may include repairing damaged cladding, ensuring gutters and drainage are working effectively, addressing any water ingress via doors or walls and reviewing barrier systems at shed entry points. Keeping wild birds and vermin away from poultry housing is also essential for disease control."

Many improvements are not complex or costly but can make a significant difference when disease pressure increases in the autumn.

For example, adapting step-over barriers to make boot changes easier can help reduce shortcuts, such as socked feet touching floors, and limit disease transmission risks at this crucial entry point.

He also reminds producers to ensure staff continue to follow daily biosecurity protocols consistently, particularly around shed entry, PPE changes and shared equipment use.

"The risk of avian influenza is often perceived to be lower in the summer, but recent years have shown us that the disease is unpredictable and can still be circulating," said Talling.

"That means biosecurity best practice must remain front of mind for farm staff, suppliers, customers and visitors, with no let-up in how people gain entry to poultry units.

"Biosecurity cannot be something that's switched on and off. Normal standards should be robust enough to keep disease out, and any steps taken now to maintain or improve biosecurity will make a difference when high disease pressure returns," said Talling.

CFIA will test poultry vaccination as part of Canada's response to ongoing bird flu

The Canadian Food Inspection Agency will launch a confined field trial later this year to evaluate the logistics of vaccinating Canadian poultry against highly pathogenic avian influenza (HPAI).

The small-scale trial, conducted with provincial and industry partners, will focus on how vaccination could be administered in a farm setting and whether it could support future disease control efforts.

The agency says the trial is not intended to approve new vaccines or test vaccine efficacy, but rather to assess practical implementation.

CFIA says the decision is driven by the unusually long migration period of wild birds, which are key vectors for HPAI, and the virus's continued circulation beyond typical seasonal patterns.

Since December 2021, HPAI has affected more than 17 million poultry birds in Canada, with British Columbia recording the highest number of impacted birds.

Industry groups, including Turkey Farmers of Canada and Egg Farmers of Canada, have voiced support for the trial, calling it an important step in strengthening Canada's response to the disease.

CFIA stressed that no decision has been made on adopting a national vaccination strategy, noting that strong on-farm biosecurity remains the most effective defence against HPAI.

Brazil sets April chicken export record at 486,500 tonnes

Brazilian chicken meat exports (considering all products, both fresh and processed) totalled 486,500 tonnes in April, according to the Brazilian Association of Animal Protein (ABPA). The volume was the highest ever recorded for the period, exceeding by 2.2% the amount recorded in the same month last year, which was 475,900 tonnes.

Export revenue reached US$940.5 million in the fourth month of the

In the first four months of the year, Brazilian chicken meat shipments reached 1.943 million tonnes, a 4.3% increase compared to the same period in 2025, which totalled 1.863 million tonnes. In terms of revenue, accumulated growth reached 6.1%, with US$3.704 billion between January and April of this year, compared to US$3.492 billion in the first four months of last year.

Among the main destinations for Brazilian exports in April, China led with 52,200 tonnes shipped, a volume 0.6% higher than in the same period last year. Japan followed with 42,300 tonnes (+13.1%), Saudi Arabia with 35,800 tonnes (+5.2%), the European Union with 33,000 tonnes (+23.1%), Mexico with 27,100 tonnes (+50.2%), South Africa with 26,300 tonnes (-0.8%), the Philippines with 24,000 tonnes (-10.7%), the United Arab Emirates with 19,100 tonnes (-52.7%), South Korea with 15,500 tonnes (-10.2%), and Singapore with 12,600 tonnes (+3.7%).

"The international scenario remains quite dynamic for Brazilian animal protein. We are observing consistent growth in strategic markets in Asia, the European Union, and Latin America, in addition to the expansion of higher value-added destinations," said Ricardo Santin, president of ABPA. At the same time, there are specific readjustments in certain Middle Eastern markets, within a more complex geopolitical context for international food trade."

According to Santin, the accumulated four-month performance reinforces the international competitiveness of Brazilian poultry farming.

"Brazil continues to expand its global presence based on productive efficiency, sanitary safety, and supply capacity. Even with the conflict in the Middle East, the sector managed to fulfil the deliveries demanded by the region, supporting the food security of the Gulf countries," Santin said. "The results recorded so far confirm the prospects of a positive international flow for the sector's exports in 2026."

National chicken allocation for A-204 set 6.5% above base

Strong consumer demand and steady market conditions have prompted a higher national chicken production allocation for the upcoming production period.

Canada's national chicken allocation for production period A-204 (August 23 to October 17, 2026) has been set at 6.5 per cent above base following a decision by the board of Chicken Farmers of Canada on May 13.

The increase reflects continued strong demand for chicken across the country, supported by competitive pricing relative to other protein sources, stable per capita consumption and positive overall economic indicators.

The national domestic allocation for A-204 has been established at 232,960,909 eviscerated kilograms.

In announcing the decision, the organization cited ongoing analysis of market conditions, consumer demand trends and expected supply levels, including imports, as part of its allocation-setting process.

The next national allocation decision, for production period A-205, is expected to be made at the board's July meeting.

5,300 chickens dead in Odisha. It's not due to bird flu. What killed them?

India's poultry industry is one of the largest in the world, valued at over Rs 1.6 lakh crore. And it's now increasingly at risk. What's behind it?

When the transformer at a poultry farm in Malkangiri, Odisha, failed recently, the consequences proved fatal.

With electricity gone and diesel unavailable at local pumps, the farm's cooling and ventilation systems shut down entirely. By the time the crisis was resolved, more than 5,300 chickens were dead, which is approximately 12 tonnes of poultry, causing an estimated loss of around Rs 15 lakh to the farm owner.

In Nashik, Maharashtra, where temperatures surpassed 41°C in early May, around 300 to 400 chickens died at a farm in Baglan village, while a farmer in nearby Vani village lost close to 1,000 birds around midday, the hottest part of the day.

Kerala's poultry sector has reported a similar pattern, with birds dropping dead as the state bakes through an unusually harsh pre-monsoon season.

India's poultry industry is finding itself at direct risk as temperatures soar across the country driven by climate change and compounded by several other factors.

Why Are Chickens Vulnerable To Heat?

Unlike humans, chickens cannot sweat. Their only way of releasing body heat is by panting, breathing rapidly to push warm air out.

But, when the surrounding temperature climbs too high, this mechanism too fails. The bird's internal body temperature rises faster than it can shed the excess heat, leading to a condition called heat stress.

In mild cases, heat-stressed birds eat less, drink more water, and produce fewer eggs.

But with India now experiencing extreme heat frequently, temperatures hit record levels, leading to the chicken's organs shutting down.

Above 40-42°C, those are temperatures now being regularly recorded across multiple Indian states, mortality can be rapid, particularly for broiler chickens, which are bred to grow fast and carry more body mass, generating more internal heat.

Crowded sheds with poor ventilation accelerate the process dramatically, as the combined body heat of thousands of birds raises temperatures inside the shed well above the outdoor reading.

This is precisely why electricity is not a luxury for a poultry farm during a heat wave but a lifeline for the thousands of its feathered residents.

Fans, exhaust systems, misters, and cooling pads are the only tools farmers have to keep shed temperatures survivable. When power fails and backup fuel runs out, as happened in Malkangiri, the birds have nowhere to go.

IPPE : Cobb unveils Cobb800™ – Balancing yield with breeder performance

Dr. William Herring explains how multi-year validation across breeders, broilers and debone weights shaped Cobb's newest global offering.

Dr. William Herring, vice president of research and development at Cobb, recently spoke to The Poultry Site's Sarah Mikesell at the 2026 International Production and Processing Expo (IPPE) in Atlanta, Georgia, USA about their new offering – Cobb800.

William, Cobb announced a new product today. What is going to differentiate it in the market?

Yes, there's a bit of a story there, but first, it's been named Cobb800. To walk back a bit to tell the story of how we got here, because today we announced the product, but this has been over 3 years in development. It's really a cool story. One of the things that my team and I were challenged with 3.5 years ago was Cobb did not have a competitive product on the value proposition outline, which was yield, good breeder – all those things, a good broiler all wrapped up together.

Very quickly and based on small data set at that time, the team and I identified some genetic lines that we did not have in the marketplace. We immediately began, within our R&D assets, to test at small scale breeder and broiler. The results looked like the modeling based on the small data at that point. And it did exactly what it said it was going to do.

At that point, we were in a timeline of our Proving Ground assets to start to assess at some scale, the breeder. We also had one of our primary customers that was highly interested in the product. They began to evaluate it at the breeder level as well. All those results continued to validate from the initial small data all the way through. On the meter of confidence, we were getting closer to the right side of certainty.

As we got to the final stages during the summer of 2025, we worked with a number of integrators across North America and to some extent globally as well, because anywhere that there's a debone process or with a value proposition around white meat yield, this has a play. This has an important part in that process.

Our team, account managers, and our technical services team from primarily North America, but also from other parts of the world, began to test and test and test – different sites, different locations all over geographically including different systems and at different weights. We tested at a lighter debone of 5 lbs., give or take, all the way to 10 lbs. The product was feather sexable, and some wanted to go that route. We got all the broiler results and the debone results. It thankfully mapped to exactly those same expectations.

Cobb never had a product that has been so thoroughly vetted and tested from beginning to end as Cobb800. We're in a confident spot in terms of what we know the bird can do. The value where this product really fits is where there's a value proposition on white meat deboned. It also has to fit as a very acceptable and prolific breeder. It does that as well and with very solid broiler performance.

The other part is we're not one and done. While we identified those lines 3.5 years ago, at that point we were not going to look back and say we've got a product, and we are just going to let it sit still. We

began intense selection at that point in time for further improved yield, broiler performance and breeder performance with consumer acceptable meat quality. Today, we have those lines that make up that product that are providing even more elite genes going down as young parent stock.

Remember, it takes about 3 years, give or take, to push the result down through the pipeline through to a commercial product. So, it's an impressive story, and there are greater things to come associated with it.

Is the Cobb800 replacing an existing product or is it a new addition to Cobb's product portfolio?

This is new and organic to Cobb's portfolio, so there shouldn't be any cannibalization if you have Cobb500™ down today. This is truly centered around the value proposition if you debone.

On the Cobb500 side, let me take a step back – that product is generally a small bird non-debone product where broiler performance, WOG yield and breeder performance are incredibly important.

We began a number of very key initiatives at the pedigree level 3.5 years ago that were new to Cobb that centered around just the right practice around genetic selection, utilization of genomics having the population structured correctly. We banked this should give us this amount of progress per year.

I can tell you this is not in dispute – based on all the customer feedback that we've gotten over the previous months from around the world as well as customer feedback from around the world this week, because there's clearly a lot of people that came in and shared data at the show.

We've been generating around five to six, sometimes as many as 10 eggs per year that our customers see year-over-year. The Cobb500 for hitting that small bird target is important for the lighter bird. When I say lighter, I mean 5-6 lbs. and down that is an incredible chicken today and should demand serious use if your business has a fit for that type of product. It is in a different place today, and I can tell you without sharing the results it won't be the same bird next year or the year after that. The same things that generated the change of taking it where it is today are things that are going to happen in 2027 to 2028 and on down the line.

Is the Cobb800 specific to a region or is it global?

The Cobb800 is global in terms of its availability. A little bit of it's going to be how the global marketplace evolves, because it is very much a global marketplace on the supply demand side.

So, the short answer to your question, is no, it's not only a North American product. That is where most of the demand is associated with it. But we see integrators that are in the value discovery that are seeing this as an opportunity area for them to improve their business.

As integrators, wherever they sit within the globe if they have value in debone white meat then this product has a play. We're seeing an evolution outside of North America of more and more businesses – I call it value discovery of figuring out how to maximize their margins associated with, do I keep this product within my home country? Do I take this part and export it because there's greater value, etc.? That's really triggered a lot of interest in this internationally outside of North America.

We certainly see the demand for chicken rising globally. So, we can see where these products will find a home in regions of the world that need them.

I do fundamentally agree with you as we look across the other protein segments. From a North American perspective, we have an interesting pricing scenario with beef and a shortage of supply, and everyone's familiar with that. We have pork that is somewhere in that in-between, and we have growing consumer demand.

As the population grows, I fundamentally think that when people are going to eat protein, chicken is, on a per capita basis, going to be a greater portion of that demand. If you're in this business, I don't think it's going anywhere. I don't think there's anything but top side growth, but we'll see.

Smart Poultry Farming *... contd. of page 26*

These technologies help streamline farm management by improving efficiency and reducing dependence on manual labour. By ensuring precise feeding and consistent management practices, automated systems can enhance bird nutrition and minimize feed wastage, thereby supporting more sustainable production. In addition, taking over repetitive and physically demanding tasks improves working conditions for farm workers and lowers the chances of occupational injuries.

Despite these benefits, the adoption of automation and robotics remains limited due to high installation costs and the requirement for technical expertise to operate and maintain such systems.

Conclusion

Smart poultry farming represents the future of the poultry industry. By integrating automation and digital technologies, farmers can achieve higher efficiency, better flock management, and improved economic returns. In countries like India, adopting such innovative practices can significantly contribute to rural development and nutritional security.

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Editorial Calendar 2026

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

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EGG DAILY AND MONTHLY PRICES OF MAY 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	31	Average
NECC SUGGESTED EGG PRICES																																
Ahmedabad	535	535	535	535	535	535	535	535	535	535	540	545	545	545	545	545	545	550	550	550	550	550	550	550	550	550	550	550	550	560	570	544.84
Ajmer	480	480	475	475	485	485	485	490	495	507	510	510	510	510	500	500	515	515	505	500	490	490	495	502	502	502	502	502	502	512	515	498.26
Barwala	491	491	491	491	491	491	491	494	501	512	518	518	518	518	518	518	520	520	505	502	502	502	502	502	502	502	502	502	505	510	518	504.77
Bengaluru (CC)	580	590	590	590	590	590	590	590	590	590	590	590	590	590	590	590	595	600	600	600	600	600	600	605	610	615	620	620	620	620	620	598.55
Brahmapur (OD)	540	540	540	540	540	530	525	530	530	545	545	550	550	550	550	545	550	550	550	535	535	535	545	545	550	550	555	560	560	560	565	545.00
Chennai (CC)	590	600	600	600	600	600	600	600	600	600	600	600	600	600	600	610	620	625	625	625	625	625	625	630	635	635	635	635	635	635	635	614.35
Chittoor	583	593	593	593	593	593	593	593	593	593	593	593	593	593	593	603	613	618	618	618	618	618	618	623	628	628	628	628	628	628	628	607.35
Delhi (CC)	515	515	515	515	515	515	515	520	530	540	550	550	550	550	550	540	540	540	540	540	540	540	540	540	540	540	540	540	540	540	545	535.16
E.Godavari	515	515	515	515	515	515	500	505	505	510	520	530	530	530	530	520	525	530	530	510	510	510	520	525	530	530	530	535	535	535	540	521.45
Hospet	520	530	530	530	530	530	530	530	530	530	530	530	530	530	530	530	535	540	540	540	540	540	540	545	550	555	560	560	560	560	560	538.55
Hyderabad	525	525	525	525	525	525	505	505	505	505	510	515	515	515	515	515	520	525	530	530	530	530	535	540	545	550	555	555	555	555	555	527.90
Jabalpur	520	510	510	510	510	510	510	510	510	520	535	535	535	535	535	525	525	535	535	535	535	535	540	545	550	550	550	550	550	550	555	530.97
Kolkata (WB)	590	590	590	590	590	590	575	580	580	585	595	605	605	605	605	595	600	605	590	590	585	585	595	595	600	600	605	610	610	610	615	595.65
Ludhiana	490	490	490	490	490	490	490	490	494	503	516	516	516	516	516	516	518	520	520	520	502	502	502	502	502	502	502	502	502	506	514	504.16
Mumbai (CC)	575	580	585	585	585	585	575	570	560	560	565	575	580	580	580	580	580	585	590	590	590	590	595	600	605	610	615	620	620	620	620	588.71
Mysuru	585	595	595	595	595	595	595	595	595	595	595	595	595	595	595	595	602	610	610	610	610	610	610	615	620	625	630	630	630	630	630	605.87
Namakkal	530	540	540	540	540	540	540	540	540	540	540	540	540	540	540	550	555	560	560	560	560	560	560	565	570	570	570	570	570	570	-	551.33
Pune	580	580	580	580	580	580	575	575	570	570	570	575	575	575	575	575	580	585	590	590	590	590	595	600	605	610	615	615	615	615	620	588.06
Raipur	505	510	510	510	510	510	510	495	495	500	515	515	515	515	515	525	525	535	535	520	520	525	525	525	550	550	550	550	550	550	550	523.06
Surat	535	540	540	535	540	540	540	540	540	540	540	545	550	550	550	550	550	555	560	560	565	565	565	575	580	585	585	585	585	585	590	556.94
Vijayawada	515	525	530	535	525	515	500	505	505	515	525	535	535	535	535	520	530	535	550	525	525	525	525	550	560	565	570	575	575	580	580	536.29
Vizag	515	515	515	515	515	515	515	515	515	515	525	535	535	535	535	525	525	530	530	520	520	520	525	525	530	530	530	535	535	535	540	524.84
W.Godavari	515	515	515	515	515	515	500	505	505	510	520	530	530	530	530	520	525	530	530	510	510	510	520	525	530	530	530	535	535	535	540	521.45
Warangal	527	527	527	527	527	527	507	507	507	507	512	517	517	517	517	517	522	527	532	532	532	532	537	542	547	552	557	557	557	557	557	529.90
Prevailing Prices																																
Allahabad (CC)	543	543	543	538	538	538	543	543	548	552	557	562	562	562	557	552	562	562	562	562	562	552	552	557	557	557	557	557	557	562	571	553.87
Bhopal	515	515	515	515	515	515	515	515	500	510	515	520	520	520	520	510	510	520	530	520	505	505	525	535	545	545	545	545	545	545	-	521.83
Indore (CC)	500	500	500	500	510	510	510	515	520	530	535	535	535	535	525	525	535	535	525	525	515	515	525	530	530	530	530	530	530	540	-	522.67
Kanpur (CC)	500	500	500	500	500	500	500	519	529	538	548	548	548	548	548	538	538	538	538	538	524	524	524	524	524	524	524	524	524	533	548	526.23
Luknow (CC)	523	523	523	523	523	523	523	533	540	550	567	567	567	567	567	552	567	560	560	560	552	552	552	552	546	546	546	546	546	547	557	547.10
Muzaffurpur (CC)	555	555	550	550	550	550	550	555	560	570	580	580	580	580	580	580	580	580	577	565	565	565	565	565	565	565	565	565	565	575	580	566.68
Nagpur	545	550	550	550	550	550	540	530	530	535	535	555	560	560	560	540	540	540	565	565	565	565	570	575	575	590	590	590	590	590	600	559.68
Patna	555	555	550	550	550	550	550	555	560	570	580	580	580	580	580	580	580	580	577	565	565	565	565	565	565	565	565	565	565	575	580	566.68
Ranchi (CC)	581	581	581	581	581	571	562	571	571	571	571	571	571	586	586	586	586	586	586	571	571	571	571	671	571	585	585	585	590	595	595	581.97
Varanasi (CC)	540	540	533	533	533	533	543	550	550	560	567	567	567	562	557	557	567	567	567	560	560	550	550	550	550	550	555	555	550	557	567	553.13

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
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Pixie Agro Industries Pvt. Ltd.

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