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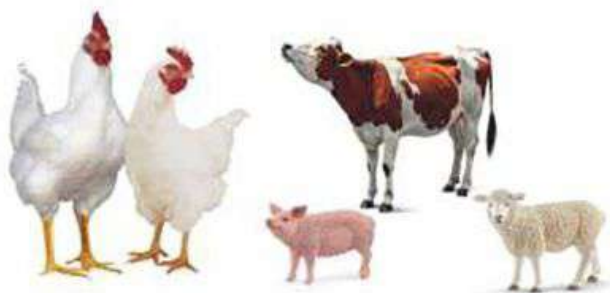
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Northern Region

COMPANY:	AUGUST-2025	Top #1
Sampurna feeds	Farm Type	OPEN HOUSE
FARMER NAME:	State	Haryana
Mr. Bhagwan Dass Pol	Chicks Placed	15820
	Mean Age	32
	Avg Body Wt	2226
	FCR	1.248
	cFCR	1.198
	Livability%	97.3
	Daily Gain	69.6
	EPEF	542.3

Eastern Region

COMPANY:	AUGUST-2025	Top #1
IB Group	Farm Type	EC HOUSE
FARMER NAME:	State	Odisha
Mr. Sanjeet Sena	Chicks Placed	5088
	Mean Age	37
	Avg Body Wt	2781
	FCR	1.541
	cFCR	1.367
	Livability%	94.1
	Daily Gain	75.2
	EPEF	458.8

Central Region

COMPANY:	AUGUST-2025	Top #1
Jalpa	Farm Type	EC HOUSE
FARMER NAME:	State	Maharastra
Mr. Ravaji Laxman B.	Chicks Placed	7275
	Mean Age	31.7
	Avg Body Wt	2284
	FCR	1.303
	cFCR	1.240
	Livability%	95.9
	Daily Gain	72.0
	EPEF	530

South Region

COMPANY:	AUGUST-2025	Top #1
SKM feeds	Farm Type	OPEN HOUSE
FARMER NAME:	State	Tamil Nadu
Mr. Sivaperumal E	Chicks Placed	5931
	Mean Age	35.8
	Avg Body Wt	2550
	FCR	1.440
	cFCR	1.318
	Livability%	96.2
	Daily Gain	71.3
	EPEF	476.3

AUGUST-Top PERFORMANCE BY AREA

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC house	7305	31.9	2158	1.336	1.300	95.4	67.7	484.1
North Open house	15820	32.0	2226	1.248	1.198	97.3	69.6	542.3
East EC house	5088	37.0	2781	1.541	1.367	94.1	75.2	458.8
East Open house	3254	40.0	2663	1.493	1.346	96.0	66.6	428.3
Central EC house	7275	31.7	2284	1.303	1.240	95.9	72.0	530.0
Central Open house	8067	34.4	2436	1.374	1.277	98.0	70.8	505.4
South EC house	22416	37.0	2675	1.464	1.314	95.7	72.3	472.5
South Open house	5931	35.8	2550	1.440	1.318	96.2	71.3	476.3

AUGUST-Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	Open House	Haryana	15820	32.0	2226	1.248	1.198	97.3	69.6	542.3
Flock 2	EC House	Maharastra	7275	31.7	2284	1.303	1.240	95.9	72.0	530.0
Flock 3	EC House	Maharastra	13675	32.9	2424	1.356	1.262	97.1	73.6	527.0
Flock 4	EC House	Maharastra	10978	33.9	2459	1.357	1.255	97.0	72.6	519.0
Flock 5	EC House	Maharastra	7583	34.7	2534	1.365	1.246	95.7	73.1	513.0
Flock 6	EC House	Maharastra	9529	31.8	2246	1.340	1.285	97.1	70.6	512.1
Flock 7	EC House	Maharastra	9490	32.3	2320	1.345	1.274	95.6	71.9	510.6
Flock 8	Open House	Maharastra	8067	34.4	2436	1.374	1.277	98.0	70.8	505.4
Flock 9	Open House	Haryana	13051	35.0	2514	1.382	1.268	97.1	71.9	505.0
Flock 10	EC House	Maharasta	5856	36.0	2557	1.360	1.237	96.5	71.1	504.3



From the Editor's Desk



Shaping the Future of Poultry through Smarter Processing and Packaging

The poultry industry is standing at an important crossroads. While demand for chicken continues to surge across global and domestic markets, the conversation is no longer only about how much we produce—it is also about how we process, package, and present poultry products to today's increasingly conscious consumers.

Processing and packaging have quietly transformed from back-end functions into frontline differentiators of competitiveness. With changing lifestyles, consumers now expect more than just fresh chicken; they look for ready-to-cook, ready-to-eat, and portion-controlled options that match their fast-paced routines. The growth of e-commerce and modern retail has further raised the bar, demanding packaging that ensures safety, convenience, and longer shelf life while still being eco-friendly.

At the same time, sustainability is reshaping packaging choices. Single-use plastics are being replaced with recyclable films, biodegradable trays, and paper-based solutions. The shift isn't just regulatory—it's also consumer-driven, with buyers increasingly aligning their purchases with environmental values. This brings new opportunities for innovators in the poultry value chain to develop packaging that balances affordability with responsibility.

On the processing front, automation, robotics, and energy-efficient systems are redefining productivity. From precise deboning technologies to smart chilling systems, plants are investing in solutions that reduce waste, improve hygiene, and conserve resources. Importantly, these advancements not only improve profitability but also build resilience in an industry where margins are tight and efficiency is everything.

Looking ahead, the future of poultry will belong to businesses that see processing and packaging as strategic investments, not cost centers. Those who adopt sustainable practices embrace technology, and respond to evolving consumer expectations will set new benchmarks for quality and trust.

We believe these conversations must take center stage. This issue brings insights, innovations, and expert perspectives to help our readers navigate this dynamic landscape. Because in the end, smarter processing and packaging don't just protect poultry products—they protect the industry's future.

Bhavana Gupta

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10 Common Mistakes in Poultry Farming

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

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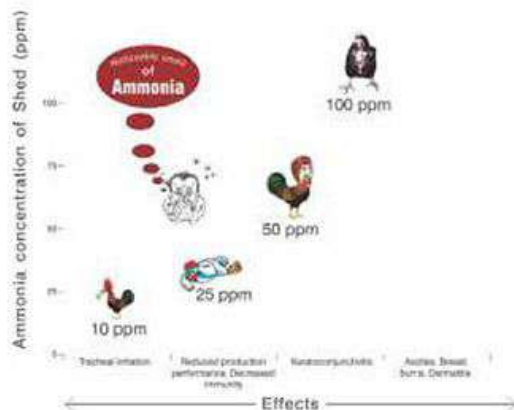
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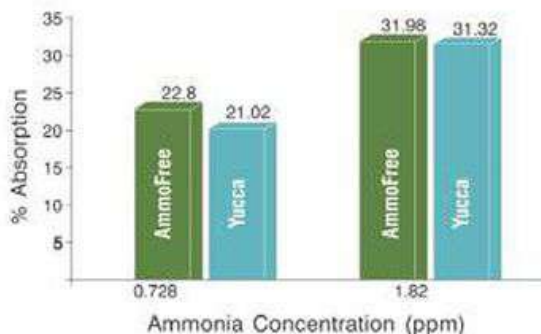
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From Farm to Fork: Understanding Egg Production and Processing



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263145

Introduction

Eggs have long held a prominent place in human diets across cultures and continents, cherished not only for their rich nutritional profile but also for their culinary versatility and cost-effectiveness. As a near-perfect source of high-quality protein, essential vitamins, and minerals, eggs contribute significantly to food security and human health. Over the centuries, the methods of egg production and processing have undergone a remarkable transformation—from traditional backyard poultry farming to highly sophisticated, large-scale operations. This evolution has been propelled by advances in agricultural technology, increasing global demand, shifting consumer preferences, and the need for stringent food safety standards. Today, the egg industry stands as a vital pillar of modern agriculture, supplying billions of eggs annually for both direct consumption and use in a wide array of food products and industrial applications.

Understanding the journey of an egg—from the hen to the grocery shelf—offers valuable insights into the complex systems that sustain this essential food source.

1. The Egg Production Process

a. Breeding and Layer Management

Egg production begins with

the selection and breeding of laying hens. Commercial egg-laying breeds, such as the White Leghorn or Rhode Island Red, are preferred for their high egg-laying efficiency and feed conversion ratio. Pullets (young hens) are raised under carefully controlled conditions until they reach sexual maturity, typically around 18 to 20 weeks of age.

Once matured, hens are transferred to laying facilities where they begin producing eggs. These facilities vary in size and setup, ranging from cage-free and free-range systems to conventional caged environments. Each system has its own advantages and challenges, particularly concerning animal welfare, production costs, and consumer preferences.

b. Feeding and Environmental Control

Proper nutrition is crucial for maintaining high egg production and quality. Hens are typically fed a balanced diet rich in protein, calcium, and essential vitamins. Feed formulations are often adjusted based on the age of the hens and the production phase.

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humidity, lighting, and ventilation in the poultry houses. Lighting schedules are particularly important, as light exposure influences laying cycles. A consistent 14 to 16-hour light period is commonly used to stimulate egg production.

2. Egg Collection and Initial Handling

a. Automated Collection Systems

In modern egg farms, eggs are collected automatically through conveyor belt systems that minimize handling and reduce the risk of contamination. These systems transport the eggs from the laying areas to central collection points for inspection and packaging.

Manual collection may still be used in smaller or specialty farms, particularly in free-range or organic systems. However, automation has become the standard in large-scale production due to its efficiency and hygienic benefits.

b. Sorting and Grading

Once collected, eggs are visually inspected for cracks, dirt, and deformities. Advanced facilities may use electronic sensors and cameras for quality control. Eggs that fail to meet quality standards are separated for use in processing or discarded.

Eggs are then graded based on weight and size categories—commonly labelled as small, medium, large, and extra-large. They

may also be classified by shell colour and internal quality factors such as yolk consistency and air cell size.

3. Egg Processing

While many eggs are sold as shell eggs, a significant portion is processed for use in food manufacturing, baking, and other commercial applications. Egg processing involves several stages to ensure safety, stability, and usability.

a. Washing and Sanitizing

Before packaging or further processing, eggs undergo a cleaning process. In shell egg production, eggs are washed with warm water and mild detergents to remove dirt and debris from the shell surface. This step is critical to reducing bacterial contamination, particularly from pathogens such as *Salmonella*.

Sanitization may include the application of food-grade disinfectants, and in some cases, eggs are coated with mineral oil to preserve freshness by reducing moisture loss and air exchange through the shell.

b. Breaking and Separation

For liquid egg products, eggs are mechanically broken, and their contents are separated into whites, yolks, or whole eggs, depending on the intended use. Specialized equipment ensures efficient breaking and minimizes waste.

Once separated, the egg components may be filtered to remove shell fragments or membranes. This step is

essential for creating a uniform product, particularly in liquid egg processing.

c. Pasteurization

Pasteurization is a critical safety step in egg processing. It involves heating the egg product to a specific temperature for a set time to destroy harmful microorganisms without significantly altering taste or nutritional value. Liquid eggs, powdered eggs, and frozen egg products all undergo this process.

Pasteurized egg products are widely used in the food service industry and are favored for their extended shelf life and reduced food safety risks.

d. Drying and Packaging

Powdered eggs are produced by spray-drying liquid eggs into a fine, stable powder. This form is commonly used in large-scale food manufacturing due to its long shelf life and ease of storage.

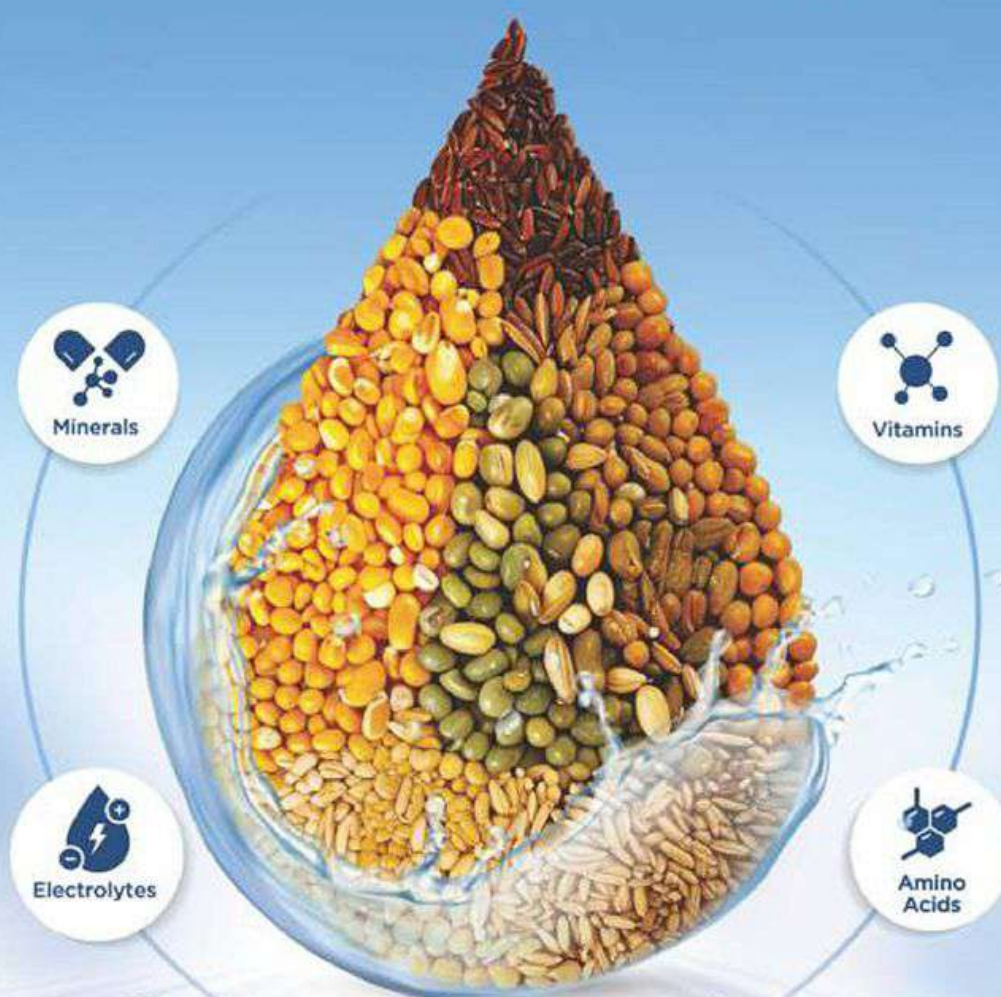
All egg products are packaged according to strict guidelines to maintain hygiene, prevent contamination, and preserve freshness. Packaging labels typically include expiration dates, nutritional information, and storage instructions.

4. Quality Control and Food Safety

The egg industry is governed by rigorous food safety standards and regulations to ensure that consumers receive safe and high-quality products.

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a. Regulatory Oversight

In many countries, egg production and processing are regulated by government agencies such as the U.S. Department of Agriculture (USDA), Food and Drug Administration (FDA), and equivalents in other nations. These organizations enforce standards on biosecurity, sanitation, labeling, and handling.

b. Biosecurity Measures

Preventing the spread of diseases among flocks is vital to maintaining egg production and safety. Biosecurity protocols include restricted access to poultry houses, vaccination programs, disinfection procedures, and regular health monitoring of birds.

c. Traceability and Recall Systems

Modern egg facilities implement tracking systems that allow eggs to be traced back to their origin. In the event of a contamination incident or recall, these systems enable swift identification and removal of affected products from the market.

5. Sustainability and Future Trends

As global demand for protein increases, the egg industry faces the challenge of balancing productivity with environmental responsibility.

a. Sustainable Practices

Efforts to improve sustainability include reducing feed waste, recycling manure

for fertilizer, and adopting energy-efficient equipment. Cage-free and pasture-raised systems, while often more resource-intensive, are increasingly favoured for their perceived animal welfare benefits.

b. Technological Innovations

Advances in automation, artificial intelligence, and genetic selection are driving improvements in egg production efficiency and flock health. Precision farming technologies are enabling real-time monitoring of bird behaviour, feed intake, and egg output.

c. Consumer Trends

Consumer preferences are shifting toward transparency, ethical sourcing, and organic products. As a result, egg producers are adapting their practices to meet these expectations while maintaining affordability and safety.

Conclusion

Egg production and processing encompass a series of highly coordinated, detail-oriented operations that demand rigorous

attention to animal welfare, biosecurity, food safety, and quality assurance. From the moment a hen lays an egg to its arrival on a consumer's plate, every stage is governed by scientific precision and industry best practices to maintain freshness, safety, and nutritional integrity. As the global population grows and dietary habits evolve, the egg industry faces both new challenges and opportunities. The continued integration of innovative technologies, sustainable farming practices, and ethical production methods will be essential in meeting rising demand while minimizing environmental impact. Ultimately, the future of egg production lies in balancing efficiency with responsibility—ensuring that this vital food resource remains safe, accessible, and sustainable for generations to come. Whether consumed at breakfast tables or used as essential ingredients in countless food products, eggs remain one of the most reliable and nutritious food sources available. Understanding the journey they take from hen to kitchen deepens our appreciation for the science, labor, and care behind every carton.





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Biosecurity and Beyond: Defending Poultry with the Power of Maxiiguard – The Only 5th Generation Synergistic Disinfectant

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

Guybro Animal Health Pvt. Ltd.

As the global poultry industry continues its rapid growth, so too does its exposure to emerging and re-emerging disease threats. Outbreaks of avian influenza (H5N1), Newcastle disease, and *Salmonella enteritidis* have not only decimated flocks but also disrupted food supply chains, shaken public confidence, and caused severe economic losses. These fast-spreading pathogens don't just threaten the productivity of poultry operations—they strike at the heart of food security, animal welfare, and global trade.

In this evolving landscape, biosecurity has emerged as more than a preventative measure; it is now a strategic imperative. It represents a comprehensive, science-based approach to safeguarding poultry farms from the infiltration and spread of infectious agents. At its most effective, biosecurity is not a one-time action but a culture—woven into farm design, built into infrastructure, and embedded in daily routines. It gives farmers a proactive shield, ensuring stronger flocks, safer food, and long-term

sustainability.

Biosecurity operates across three essential levels. Conceptual biosecurity involves making smart decisions about farm location—carefully considering proximity to roads, water sources, and other livestock operations to minimize exposure risks. Structural biosecurity then focuses on physical barriers: secure boundaries, controlled entry points, ventilation systems, and housing design that reduce the opportunity for pathogens to enter and spread. But it's operational biosecurity—the everyday behaviors and hygiene practices—that truly determine how resilient a farm will be in the face of an outbreak. This includes rigorous control of human and equipment movement, frequent sanitation procedures, and above all, an effective cleaning and disinfection protocol.

Cleaning and disinfection form the very foundation of operational biosecurity. Cleaning removes organic matter—like dust, manure, feathers, and feed debris—that can shelter pathogens and render disinfectants ineffective. Once

surfaces are properly cleaned, disinfection works to eliminate the unseen microbial threats: bacteria, viruses, fungi, and spores that silently compromise bird health. For a disinfectant to succeed under real farm conditions, it must do more than just kill germs in a lab—it needs to perform under pressure, remain stable in hard water, stay potent in the presence of organic material, and provide long-lasting protection.

This is precisely where Maxiiguard redefines the standard. Engineered with a powerful, synergistic formulation, Maxiiguard is a fifth-generation disinfectant formulated with a synergistic blend of four Quaternary Ammonium Compounds (QACs), glutaraldehyde, pine oil, and terpineol to deliver unmatched germicidal performance. The fifth-generation QACs target and disrupt microbial membranes, causing rapid cell leakage and death, while glutaraldehyde intensifies this effect by cross-linking proteins inside microbial cells, disrupting their metabolic systems and leading to irreversible inactivation. Pine oil



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✓ Glutaraldehyde

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✓ Pine Oil



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and terpineol, both naturally derived, contribute not only as antimicrobial agents but also act as effective insect repellents and deodorizers—reducing fly-borne reinfection risks while improving air quality in enclosed poultry environments. Emulsifiers round out the formula by ensuring even dispersion across treated surfaces, allowing the active ingredients to penetrate organic matter and reach hidden pathogens. This synergistic combination ensures that Maxiiguard delivers a swift, comprehensive kill even under challenging farm conditions.

What makes Maxiiguard stand out is its consistent performance in the toughest environments. Unlike many disinfectants that falter in the presence of hard water or organic load, Maxiiguard remains active and stable, forming a residual protective layer that continues to guard surfaces for up to fourteen days. It's this persistence that makes it invaluable not only for routine hygiene, but also for outbreak response and high-risk periods such as flock rotation and brooding.

Safety is another area where Maxiiguard excels. Its formulation is gentle enough to be used in the presence of live

birds, newly hatched chicks, and even embryonated eggs—making it the disinfectant of choice for hatcheries, brooding units, and grower houses. This flexibility allows farms to maintain high sanitation standards without interrupting production or putting animals at risk.

Field trials and laboratory studies have consistently validated Maxiiguard's safety and efficacy. Notably, a trial conducted at Bombay Veterinary College, Mumbai, by Dr. Gatne tested Maxiiguard's effect on embryonated eggs exposed to the Ranikhet virus (Newcastle disease). In the control group, fertilized eggs injected with the virus showed 100% embryo mortality. However, when Maxiiguard was co-administered with the virus, the embryos survived—demonstrating that Maxiiguard successfully neutralized the virus without harming the developing chick. This groundbreaking result clearly confirms that Maxiiguard kills the virus but not the bird, underscoring its safety across all life stages—from embryonic development to broilers and layers. It is arguably the safest disinfectant for poultry of all ages.

Additional studies involving routine aerial spraying of Maxiiguard in poultry sheds revealed a dramatic reduction in airborne microbial load—significantly lowering bacterial and fungal spore counts, improving respiratory health, and minimizing secondary infections in flocks. These results translate into better performance, reduced mortality, and higher overall productivity.

In an age where poultry producers face constant microbial threats, relying solely on reactive treatments is no longer viable. Prevention is not just smarter—it's more economical, sustainable, and effective. With Maxiiguard, biosecurity evolves from a defensive tactic into an offensive strategy. Its potent formulation, broad-spectrum efficacy, and long-lasting protection make it a cornerstone of modern poultry health management.

As farms push for greater productivity, higher food safety standards, and improved animal welfare, Maxiiguard delivers science-backed support against the invisible enemies threatening today's poultry houses. It's more than a disinfectant—it's a partner in prevention, an everyday shield, and a quiet but powerful force behind healthier flocks.

Maxiiguard—always on guard, always effective.





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Sustainable and Eco-friendly Packaging Materials: The Future of Poultry Packaging

The global emphasis on sustainability has transformed packaging from mere containers to critical elements in environmental stewardship. In the poultry industry, where consumer demand for fresh, safe, and eco-conscious products is soaring, sustainable and eco-friendly packaging materials have become an industry imperative rather than an option.

What Makes Packaging Sustainable?

Sustainable packaging prioritizes minimizing environmental impact throughout the product lifecycle—from raw material sourcing, manufacturing, transportation, usage, to end-of-life disposal or recycling. It must balance performance (protection, shelf life), cost, and eco-friendliness without compromising food safety.

Popular Sustainable Packaging Materials in Poultry

1. Biodegradable and Compostable Plastics

- Made from renewable biomass sources like cornstarch, sugarcane, or cellulose, these plastics break down naturally in the environment.
- Polylactic Acid (PLA) and Polyhydroxyalkanoates (PHA) are prominent examples deployed for trays, films, and bags.
- Compostable packaging reduces landfill waste and supports circular economy models for poultry product disposal.

2. Fiber-based and Paper Packaging

- Molded fiber trays, cartons, and paperboard offer renewable, recyclable, and often recyclable alternatives.
- These materials provide natural breathability and cushioning for eggs and poultry cuts, enhancing freshness while reducing





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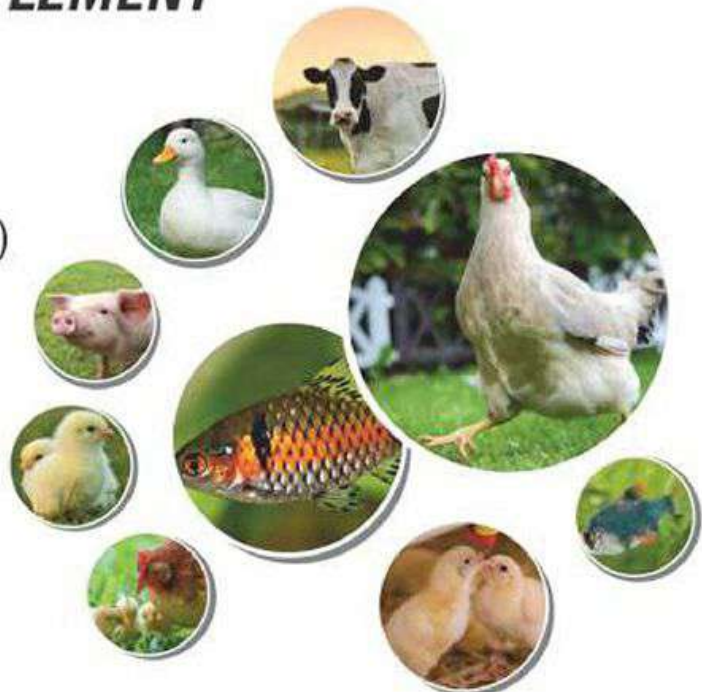
- ★ **FISH MEAL SUPPLEMENT**
- ★ **BLOOD MEAL SUPPLEMENT**
- ★ **MEAT BONE MEAL SUPPLEMENT**
- **RAPESEED MEAL SUPPLEMENT**
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- **CHICKEN MEAL SUPPLEMENT**

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plastic use.

- Enhanced water-repellent coatings using bio-based substances increase durability without toxic resins.

3. Mono-material Films

- Instead of multi-layer complex plastics difficult to recycle, mono-material films facilitate easier recycling and lower ecological footprint.
- These films can be combined with barrier coatings to protect poultry products from moisture, oxygen, and contamination.

4. Recycled Content Packaging

- Incorporating post-consumer recycled (PCR) materials in trays, cartons, and films reduces virgin plastic demand and carbon footprint.
- Brands increasingly promote “how much PCR content” is in their packaging, aligning with consumer eco-consciousness.

5. Innovative Coatings & Additives

- New bio-based coatings impart antimicrobial properties and freshness preservation, extending shelf life naturally.
- Edible coatings, nano-cellulose barriers, and antioxidant-loaded films are research frontiers poised to revolutionize poultry packaging.

Benefits of Adopting Sustainable Packaging

- **Environmental Impact Reduction:** Decreased reliance on fossil fuels, lower greenhouse gas emissions, and minimized waste generation.
- **Enhanced Brand Value:** Increasingly, consumers prefer products with sustainable packaging, elevating brand loyalty and market differentiation.
- **Regulatory Compliance:** Ahead of tightening regulations, sustainable packaging future-proofs poultry companies against plastic bans and landfill constraints.
- **Food Safety and Shelf-Life Improvement:** Emerging technologies enable eco-friendly packaging that rivals or surpasses conventional materials in preservation.

Challenges and the Road Ahead

Sustainable packaging adoption is not without hurdles:

- **Cost Parity:** Bioplastics and innovative materials currently tend to be pricier than conventional plastics.

- **Infrastructure Gaps:** Lack of broad composting and recycling facilities limits end-of-life treatment in some regions.

- **Technical Limitations:** Balancing strong barrier properties with biodegradability requires ongoing research and development.

Nevertheless, global efforts and increasing investment are rapidly advancing these solutions, making eco-friendly packaging an achievable reality for poultry producers worldwide.

Conclusion

Sustainable and eco-friendly packaging materials present poultry companies with an invaluable opportunity to meet consumer expectations, comply with regulations, and contribute positively to environmental goals. As innovation accelerates, integrating these materials strategically will become a cornerstone of competitive advantage and responsible industry leadership.





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From Challenges to Solutions: Huvepharma's Seminars Empower Poultry Producers with HuveShield™ NDK & Tylvalovet™

Huvepharma® is thrilled to share the resounding success of our recent **Innovative Product Launch Seminars**, held across **Coimbatore, Hyderabad, Pune, and Karnal**. These events brought together **poultry business owners, farmers, veterinarians, and technocrats** to witness the unveiling of two groundbreaking solutions:

1. **HuveShield™ NDK** – A next-generation killed vaccine for **Newcastle Disease**, designed for superior protection with a unique **Water-in-Oil-in-Water (W/O/W) emulsion** technology.
2. **Tylvalovet™** – A cutting-edge solution for **Mycoplasma control**, ensuring enhanced flock health and productivity.





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Dr. Monita Vereecken

Optimizing Coccidiosis Management – Dr. Monita Vereecken

Dr. Vereecken emphasized the challenges of *Eimeria spp.* and the rising resistance to anticoccidials. She highlighted the importance of **live coccidial vaccines**, stressing the need for **strain-specific immunization** to avoid competitive exclusion. Advanced strategies like **year-round vaccination**, **vaccine-drug rotations**, and **"bio-shuttle" programs** were discussed, alongside Huvepharma's coccidiosis vaccine portfolio, including **Eimeriavax® 4m** and **Advent®**.

Tackling Newcastle Disease – Dr. Jayaraman

Dr. Jayaraman addressed the **ongoing threat of ND in India**, driven by **genotype VII and XIII strains**. He advocated for **genotype-matched prime-boost vaccination**, thermostable vaccines, and improved cold-chain management. His session reinforced that **"vaccination ≠ immunization"** and called for **customized approaches** for broilers and layers.



Dr. Jayaraman Krishnarajan



Dr. K. S. Prajapati

Addressing Core Challenges in Newcastle Disease Control – Dr. K. S. Prajapati

Dr. K. S. Prajapati delivered a critical presentation dissecting the multifaceted challenges in controlling Newcastle Disease (ND). He underscored that beyond the emergence of virulent genotypes, factors such as inconsistent cold-chain maintenance, improper vaccine administration, and high levels of maternal antibodies in chicks significantly compromise flock immunity. Dr. Prajapati advocated for a holistic control strategy that integrates robust farm biosecurity protocols with a scientifically designed vaccination program, emphasizing the critical need for monitoring serological titers to gauge vaccine efficacy and make informed, data-driven decisions for lasting protection.



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Dr. Devender Hooda

Introducing HuveShield™ NDK – Dr. Devender Hooda

Dr. Hooda unveiled **HuveShield™ NDK**, an **inactivated ND vaccine** developed through **Europe-India collaboration**. This **double-emulsion vaccine** promises **up to 40% reduction in disease losses**, offering a **paradigm shift in ND control**.

Industry Challenges & The Way Forward – Mr. O. P. Singh

Mr. O. P. Singh, MD of **Huvepharma SEA**, highlighted the **₹8,000 crore loss** in poultry over the past year and stressed the need for **greater R&D investment** (currently <1% industry-wide). Huvepharma® has committed **2% of revenue to R&D**, setting a benchmark for innovation in poultry health.



Mr. O. P. Singh



Huvepharma® is your chosen partner
for **sustainable livestock solutions.**



Event Takeaways & Future Vision

The seminars concluded with a **strong call to action**:

- **Adopt advanced vaccination strategies** (e.g., HuveShield™ NDK for ND, Tylvalovet™ for Mycoplasma).
- **Enhance biosecurity, surveillance, and cold-chain management.**
- **Advocate for policy reforms, including agricultural status for poultry.**
- **Collaborate for sustainable growth** in India's poultry sector.

A Heartfelt Thank You:

A heartfelt thank you to all our valued participants—customers and partners—for making these seminars a grand success. Your enthusiasm and feedback inspire us to keep innovating. Stay tuned for more updates as we continue to support the poultry industry with cutting-edge solutions.

Together, let's shape the future of poultry farming!



“Use of Antibiotics in Poultry”

As per the information provided by Indian Council of Agriculture Research (ICAR), surveillance data on Antimicrobial Resistance (AMR) in food animals including poultry is compiled and published as part of the Indian Network for Fisheries and Animal Antimicrobial Resistance (INFAAR) annual report, which is accessible to the public. The study conducted by ICAR – Indian Veterinary Research Institute (IVRI) examined various factors like agro climatic zones, pathogen phylotypes and host characteristics including utilization of machine learning algorithms to identify key drivers of AMR in poultry.

The measures and advisories are outlined as follows:

- i. Department under Livestock Health and Disease Control Programme (LHDCP) scheme, 100% central assistance is provided to States/UTs for vaccination against Foot and Mouth Disease (FMD), Brucellosis, Peste des Petits Ruminants (PPR) and Classical Swine Fever (CSF), Lumpy Skin Disease, Black Quarter, Haemorrhagic Septicaemia etc. including disease surveillance, monitoring and capacity building. Vaccination reduces the use of antibiotics, hence reduce the AMR.
- ii. Department has developed The 'Standard Veterinary Treatment Guidelines (SVTGs) for Livestock and Poultry' for best practices in veterinary care to enhance livestock health and disease control while ensuring the responsible use of drugs including antimicrobials.
- iii. DAHD has formulated the Poultry Disease Action Plan, which emphasizes proactive disease management through biosecurity measures, enhanced surveillance, and vaccination protocols,

thereby safeguarding both poultry population and public health.

- iv. Bharat Pashudhan application under National Digital Livestock Mission provides management of nearly 29 common ailments of dairy animals e.g. mastitis, indigestion, diarrhoea etc. using Ethno-Veterinary Medicine (EVM).
- v. Department has constituted the Empowered Committee on Animal Health-Regulatory, a subcommittee to 'Assess and provide recommendations on submission of veterinary vaccines/biologicals/drugs for policy input' to examine the proposals received from DCGI regarding import and manufacturing of drugs and vaccine including antibiotics.
- vi. Department has formulated the National Action Plan on Anti Microbial Resistance (AMR) in consultation with MoH&FW and other stake holders for judicious use, surveillance and monitoring of antibiotics in animal health sector. MoA&FW is also one of the stakeholder in respect to use of pesticides and antibiotics in agriculture sector keeping in view the One Health Initiative and provisions under NAP-AMR.
- vii. Department has issued advisories to all State/UTs for judicious use of antibiotics in treatment of food producing animals, for stopping the use of antibiotics in animal feed and for general awareness.
- viii. As per information received from the Central Drugs Standards Control Organization (CDSCO) import, manufacture, sale, distribution of drugs including antibiotics are regulated under the provisions of Drugs & Cosmetics Act, 1940 and Rules there under. Further, it is mandatory that the container of

the medicine for treatment of food producing animals requires to be labelled with the withdrawal period of the drug for the species on which it is intended to be used.

- ix. On the recommendations of the Department of Animal Husbandry & Dairying, Colistin and its formulations have been prohibited to be manufactured, sold and distributed for food producing animals, poultry, aqua farming and animal feed supplement
- c. ICAR has strengthened the surveillance of antimicrobial resistance (AMR) by initiating All India Network Programme on AMR (AINP-AMR) involving 31 centres across different states of the country. Further, INFAAR is a nationwide initiative that comprises 20 animals science centres establishing a strong frame work for monitoring and surveillance.
- d. The Central Government has notified the Prevention of Cruelty to Animals (Egg laying Hens) Rules, 2023 to ensure the welfare of poultry specifically for the space requirement for sheltering the poultry bird. As per the Rule 10 of the said Rules following shall be prohibited for feeding of laying hens:
 - i. Feeding of laying hens with remains of dead chicks.
 - ii. Use of antimicrobial growth promoters.
 - iii. Use of antimicrobials, if required, may be administered for therapeutic purposes (disease treatment) and only under supervision of a veterinarian and
 - iv. Withdrawal of feed to induce a molting.

Government and Poultry Industry Collaborate to Prevent Bird Flu Outbreaks

Implements Three-Pronged Strategy of Biosecurity Measures, Strengthened Surveillance and Mandatory Registration of Poultry Farms

The Department of Animal Husbandry & Dairying (DAHD) under the Ministry of Fisheries, Animal Husbandry and Dairying held a high level meeting on 4th April 2025 in New Delhi to discuss the recent outbreaks of Avian Influenza (Bird Flu) in the country. Chaired by Smt. Alka Upadhyaya, Secretary DAHD, the meeting brought together scientific experts, poultry industry representatives and policymakers to review the current situation of avian influenza and explore strategies to contain the disease and prevent its spread.

A three-pronged strategy to prevent and control Bird Flu has been decided by DAHD in consultation with the stakeholders. It encompasses Stricter Biosecurity Measures wherein poultry farms must enhance hygiene practices, control farm access and follow stringent biosecurity protocols to minimize the risk of infection, Strengthened Surveillance and Mandatory Registration of Poultry Farms to enhance disease tracking and control (All poultry farms must register with state animal husbandry departments within a month. The government has urged poultry industry stakeholders to ensure 100% compliance with this directive).

Speaking at the meeting, Smt. Alka Upadhyaya emphasized,

"Protecting our poultry sector is critical for food security and rural livelihoods. Strict biosecurity, scientific surveillance, and responsible industry practices are essential in our fight against Bird Flu." Additionally, Secretary DAHD stated the need for developing a predictive modelling system for early warning and environmental surveillance which would enable proactive disease detection and response, minimizing the risk of outbreaks and protecting the poultry industry. DAHD has permitted the use of the H9N2 (Low Pathogenic Avian Influenza) vaccine, developed by ICAR-NIHSD, Bhopal, which is now available commercially. A national study will evaluate the vaccine's effectiveness of LPAI vaccination. The meeting also extensively discussed the possibility of allowing the use of a vaccine against Highly Pathogenic Avian Influenza (HPAI) in India. Representatives from the poultry industry urged the government to explore vaccination as a strategy to prevent further economic losses in the sector. Scientific experts highlighted that currently available HPAI vaccines do not provide sterile immunity but only reduce virus shedding. Given these complexities, it was agreed that further scientific evaluation is needed before making a policy decision. The meeting

recommended conducting detailed science-based assessments to determine the feasibility of HPAI vaccination in India. Research efforts have also been initiated to develop an indigenous HPAI vaccine following global best practices.

The meeting saw participation from top animal health experts and leading poultry industry players including poultry vaccine manufacturers, poultry associations and government & research institutions like ICAR-NIHSD, ICAR-IVRI, ICAR-CARI, ICAR-NIVEDI, and ICAR-Directorate of Poultry Research.

About Avian Influenza and Current Status in India

Avian Influenza is a highly infectious viral disease affecting birds, with occasional transmission to mammals. Since its first detection in India in 2006, outbreaks have been reported annually across multiple states. This year, the virus has shown cross-species transmission, impacting not just poultry but also wild birds and even big cats in some areas. Currently, six active outbreak zones remain in Jharkhand, Telangana, and Chhattisgarh in the country.

Present situation on HPAI (From 1st January-4th April 2025)

Domestic Poultry

Parameter	Details
States Affected	Maharashtra, Chhattisgarh, Jharkhand, Andhra Pradesh, Madhya Pradesh, Telangana, Karnataka, Bihar (Total 6 states)
Total Number of Epicentres	34
Active Epicentres	6 (3 States – Jharkhand (Bokaro and Pakur), Telangana (Ranga Reddy, Nalgonda and Yadadri Bhuvanagiri) & Chhattisgarh (Raikothpur, Koraput))

Non Poultry Species Affected (From 1st January-4th April 2025)

been instructed to report daily on control measures, with increased

being deployed to manage outbreaks, and regular coordination

Name of the State	Species affected
Maharashtra	Tiger, Leopard, Vulture, Crow, Hawk and Egret
Madhya Pradesh	Pet Cat
Rajasthan	Demoiselle crane, Painted Stork
Bihar	Crow
Goa	Jungle Cat

Comprehensive Approach to Controlling Avian Influenza

The Department of Animal Husbandry & Dairying (DAHD) has implemented a series of initiatives to control and prevent the spread of Highly Pathogenic Avian Influenza (HPAI) in India. The country follows a strict "detect and culling" policy, which involves culling infected birds, restricting movement, and disinfecting areas within a 1 km radius of outbreaks. States have

surveillance and preparedness, especially during winter when migratory birds pose a higher risk. Surveillance for HPAI has also been expanded to non-poultry species, with negative results from tested cattle, goats, and pigs. In the global effort to combat potential pandemics, India has shared sequencing data of H5N1 isolates and related samples with international networks. Central teams, along with the National Joint Outbreak Response Team, are

meetings are being held with State Animal Husbandry Departments and other relevant authorities, including the Health and Wildlife Departments. India follows a test-and-cull policy to contain Avian Influenza outbreaks. Under the Livestock Health and Disease Control Scheme, the government compensates affected farmers for culled birds, destroyed eggs, and feed, with costs shared 50:50 between the Centre and States.

Action Plan of Animal Husbandry for Prevention, Control and Containment of Avian Influenza

Detection and Reporting

- Surveillance systems in place
- Reporting mechanisms for suspected cases

Containment Measures

- Creation of Infected and Surveillance Zones
- Culling of infected and at-risk birds in infected zone
- Disposal of carcasses, by-products and waste
- Compensation

Disinfection Procedures

- Cleaning, Disinfection and Sanitization of affected areas.
- Use of disinfectants approved by authorities

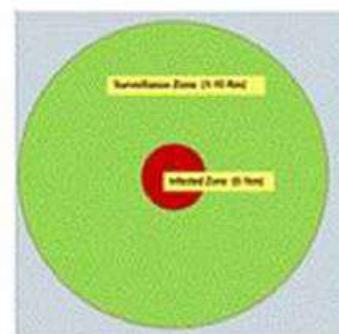
Recovery

- Post Operational Surveillance Plan
- Declaration of freedom and Restocking

Action Plan for Prevention, Control & Containment of Avian Influenza (Revised - 2021)



Ministry of Fisheries, Animal Husbandry and Dairying
Department of Animal Husbandry and Dairying
Government of India





KPFBA Elects New Leadership at 30th Annual General Body Meeting

Newly elected Office Bearers and Management Committee of KPFBA for 2025–2027 at the 30th AGM in Bengaluru.

Mr Naveen Pasuparth re-elected as President for 2025–2027 term

The Karnataka Poultry Farmers and Breeders Association (KPFBA) successfully held its 30th Annual General Body Meeting at Lalit Ashok Hotel, Bengaluru on 9th August 2025. The event brought together poultry farmers, breeders, sector leaders, and stakeholders from across the state.

During the meeting, the Management Committee presented the association's activity report for the past two years, highlighting key initiatives, industry engagement, and policy

representations. The financial statements were also presented and received the General Board's approval.

After detailed discussions, the General Board unanimously elected the new team of Office Bearers and Management Committee members for the term 2025–2027.

Management Committee 2025–2027

1. **Hon. President:** Mr. Naveen Pasuparth – Nanda Group
2. **Vice President:** Mr. Manjesh Kumar Jadav – VHL
3. **Vice President:** Mr. S. S. Dashpanda – Kwaliti Animal Feeds Pvt. Ltd.
4. **Hon. General Secretary:** Mr. Prasanna – Nandini Farms

5. **Hon. Treasurer:** Mr. Naveen D. Kokla – Diamond Hatcheries
6. **MC Member:** Mr. Rajesh Reddy – SR Agro
7. **MC Member:** Mr. Harsharbh Joshi – Khadkeshwara
8. **MC Member:** Mr. Sujit – Komarla
9. **MC Member:** Mr. Vasanth Manickam – Megha Farm
10. **MC Member:** Representative from IB
11. **MC Member:** Mr. Ajay R. Shetty – Nuri Feeds

The newly elected team reaffirmed their commitment to work towards strengthening the poultry sector in Karnataka, addressing industry challenges, and supporting the welfare of farmers.

New GST rates: A boon for agriculture and farmers' prosperity

"The nation is grateful to Prime Minister Shri Narendra Modi and the Finance Minister for the GST reforms": Union Agriculture Minister Shri Shivraj Singh Chouhan

"New chapters of growth will be written in agriculture, and we will see positive results in every sector" – Union Agriculture Minister Shri Chouhan

The new GST (Goods and Services Tax) rates mark a major transformation in the agriculture and dairy sectors. With the reduction in GST rates, farmers, agricultural and dairy workers, and livestock owners across the country are expressing joy and gratitude to Prime Minister Shri Narendra Modi and Union Finance Minister Smt. Nirmala Sitharaman. Union Agriculture Minister Shri Shivraj Singh Chouhan termed the new rates a revolutionary decision, expressing hope for historic changes.

The impact of the GST reforms will be widely seen among small and medium farmers. Lower GST on agricultural machinery and solar-powered equipment will reduce farming costs and increase farmers' profits. GST has been reduced on bio-pesticides and micronutrients, which will benefit farmers and encourage a shift from chemical to bio-fertilisers. In the dairy sector, milk and cheese will now attract zero GST, benefitting not only common citizens but also farmers, livestock owners, and dairy producers. The GST reforms will also promote integrated farming. Clear benefits will be visible in animal husbandry, beekeeping, fisheries, agroforestry, and poultry farming. Reduced GST on tendu leaves will strengthen the livelihood of tribal communities, while lower GST on commercial goods vehicles will make the transportation of farm produce cheaper.

- Tractor prices to reduce
- Tractor parts to get cheaper

- Agricultural equipment to become more affordable
- Solar-powered irrigation devices will get cheaper
- Fertilisers to cost less
- Pesticides to get cheaper
- Fruits and vegetables will get cheaper
- Nuts to cost less
- Boost to food processing
- No GST on milk and cheese
- Promotion of indigenous products
- GST reduced on 'prepared/preserved fish'
- Natural honey to cost less
- Reduced GST on tendu leaves

Detailed impact of GST cuts on various sectors

Agricultural Mechanisation

- GST on tractors (<1800 cc) reduced to 5%.
- Tractor parts, including tyres, tubes, hydraulic pumps: GST cut from 18% to 5%.
- Sprinklers, drip irrigation, harvesting machinery, tractor parts: GST cut from 12% to 5%.
- Fixed speed diesel engines (>15 HP), threshing/harvesting machines, compost machines: GST cut from 12% to 5%.
- Lower tractor prices will make mechanisation accessible to small and medium farmers, saving time, reducing labour costs, and improving productivity.

Fertilisers

- Ammonia, sulfuric acid, nitric acid: GST reduced from 18% to 5%.
- Reduction in rates will correct the inverted duty structure for fertiliser production.

Bio-Pesticides and Micronutrients

- 12 bio-pesticides and several micronutrients: GST cut from 12% to 5%.
- Bio-based inputs made more affordable, promoting eco-friendly and sustainable agriculture.
- Encourage farmers to shift from chemical pesticides to bio-pesticides, improving soil health and crop quality.
- Direct benefit to small organic farmers and FPOs under the government's National Mission on Natural Farming.

Fruits, Vegetables and Food Processing

- Prepared/preserved vegetables, fruits, nuts: GST reduced from 12% to 5%.
- Boost to cold storage, food processing, and value addition.
- Reduction in wastage of perishables, ensuring farmers get better prices.
- Promoting export of processed food, strengthening India's position as an agri-export hub.

Dairy Sector

- No GST on milk and cheese.
- GST on butter, ghee, etc., cut from 12% to 5%.

**OLD AND NEW GST DIFFERENCE CALCULATION FOR VARIOUS SOME
OF THE POPULAR AGRICULTURAL MACHINERY & EQUIPMENTS**

Sr.No.	Name of Agricultural Machinery & Equipment	Basic cost of Agricultural Machinery & Equipment (Rs.)	Present GST rate @ 12 % (Rs.)	Total Cost with 12% GST (Rs.)	Upcoming Revised GST rate @ 5% (Rs.)	Total cost with revised GST @ 5% (Rs.)	Saving (Rs.)
1.	Tractor 35 HP	5,80,000	69,600	6,50,000	29,000	6,09,000	41,000
2.	Tractor 45 HP	6,43,000	77,160	7,20,000	32,150	6,75,000	45,000
3.	Tractor 50 HP	7,59,000	91,080	8,50,000	37,950	7,97,000	53,000
4.	Tractor 75 HP	8,93,000	1,07,160	10,00,000	44,650	9,37,000	63,000
5.	Power Tiller 13 HP	1,69,643	20,357	1,90,000	8,482	1,78,125	11,875
6.	Paddy Transplanter- 4 row walk behind	2,20,000	26,400	2,46,400	11,000	2,31,000	15,400
7.	Multicrop Thresher - 4 tone/ hr capacity	2,00,000	24,000	2,24,000	1,0000	2,10,000	14,000
8.	Power weeder - 7.5 hp	78,500	9,420	87,920	3,925	82,425	5,495
9.	Trailer 5 tone capacity	1,50,000	18,000	1,68,000	7,500	1,57,500	10,500
10.	Seed Cum Fertilizer Drill - 11 tyne	46,000	5,520	51,520	2,300	48,300	3,220
11.	Seed cum Fertiliser Drill - 13 Tine	62,500	7,500.00	70,000	3,125.00	65,625	4,375
12.	Harvester Combine 14 feet Cutter Bar	26,78,571	3,21,428	30,00,000	1,33,928	28,12,500	1,87,500
13.	Straw Reaper 5 feet	3,12,500	37,500	3,50,000	15,625	3,28,125	21,875
14.	Super Seeder 8 Feet	2,41,071	28,928.57	2,70,000	12,053	2,53,125	16,875
15.	Happy Seeder 10 Tine	1,51,786	18,214	1,70,000	7,589.29	1,59,375	10,625
16.	Rotavator 6 Feet	1,11,607	13,392	1,25,000	5,580	1,17,187	7,812
17.	Baler Square 6 feet	13,39,286	1,60,714	15,00,000	66,964	14,06,250	93,750
18.	Mulcher 8 Feet	1,65,179	19,821	1,85,000	8,258	1,73,437	11,562
19.	Pneumatic Planter 4 Row	4,68,750	56,250	5,25,000	23,437	4,92,187	32,812
20.	Sprayer Tractor Mounted 400 Liter capacity	1,33,929	16,071	1,50,000	6,696	1,40,625	9,375

- Dairy farmers' products made more competitive
- Milk cans (iron/steel/aluminum) now at 5% instead of 12%.
- Boost to indigenous dairy products.

Aquaculture

- GST on 'prepared or preserved fish' reduced from 12% to 5%.
- Likely to encourage aquaculture and fish farming nationwide.

Honey

GST reduced on natural honey, benefitting beekeepers, tribal communities, and rural SHGs.

- GST on artificial honey (whether blended with natural or not) cut from 18% to 5%.

Solar-Powered Equipment

- GST on solar-powered devices reduced from 12% to 5%.
- Affordable solar equipment will lower irrigation costs, helping farmers.

Tendu Leaves

- GST reduced from 18% to 5%.
- As tendu leaves are a key source of income for farmers and tribals in Odisha, Madhya Pradesh, and Chhattisgarh, this cut will strengthen livelihoods in these states.

On the whole, the GST rationalization in agriculture is a farmer-friendly, pro-rural, and pro-sustainability reform — lowering costs for farmers, boosting

cooperatives and FPOs, and strengthening food security. The boost in agriculture will happen at a multi-layered level and also to all its allied activities. The farm productivity will increase thanks to reduced fertilizer costs, the cold storage and Agri-processing will gain, and mechanization will increase in farming. In addition to all this, aqua culture, dairy farming and co-operatives involved in the same will become more profitable. The follow-on effect of the above will make us more competitive against imported food products and packaged foods. Our domestic food production would be more competitive compared to imports of food items, in order to become Atmanirbhar.

IPEMA – Poultry India at ICAR-National Meat Research Institute

IPEMA - Poultry India was privileged to represent at the National Dialogue on Driving India's Water Buffalo and Poultry Meat Exports: Policy Reforms and Ecosystem Development organized by ICAR-NMRI.

Mr. Uday Singh Bayas, President of

IPEMA-Poultry India, Co-chaired the discussion on 'Poultry meat export readiness dialogue' at the event. Speaking at the event he emphasized on the importance of such platforms that bring all industry stakeholders together to make their own representations and impact policy matters. He also

stressed on Poultry India's one-nation-one-expo theme for Viksit Bharat, sharing the insights about the upcoming 17th edition of Poultry India Expo-2025, warmly inviting everyone to participate in the upcoming south Asia's biggest expo for the poultry industry.







Vets In Poultry (VIP) Association's 7th Annual General Meeting (AGM) and Technical GT Conclude Successfully

Pune, September 14, 2025 – The Vets In Poultry (VIP) association marked a significant milestone with the successful completion of its 7th Annual General Meeting (AGM) and Technical Group Talk (GT) in Pune with Theme : Navigating Poultry Sector Through Odds, Views of Next Gen. The event reflected the association's ongoing commitment to strengthening the Indian poultry sector through collaboration, innovation, and knowledge sharing.

The day commenced with the ceremonial lamp lighting by esteemed dignitaries, including:

- Dr. Ajay Deshpande,
- Dr. C. B. Pathak,
- Dr. Ajit Ranade,
- Dr. Ravindra Reddy,

- Dr. Santosh Ire,
- Prof. Dr. P. K. Shukla,
- Dr. Prakash Babu,
- Dr. R. D. Patil,
- Dr. Shirish Nigam.

AGM Proceedings

The AGM was chaired by Dr. Ajay Deshpande, President of VIP. Dr. Santosh Ire, Secretary of VIP, presented the annual report, reflecting on the achievements and progress made over the past year. This was followed by the financial report, presented by Dr. Jeevan Sonawane, and the formal conclusion of the 7th AGM with president Dr. Ajay Deshpande's landmark speech who set the tone for the day with a visionary address.

Technical GT Highlights

The Technical Group Talk began with an insightful presentation by Prof. Dr. P. K. Shukla on "Role of Poultry Associations in development of Poultry Sector," offering thoughtful perspectives and strategic recommendations.

Panel Discussion 1: "Navigating Challenges, Shaping Solutions"

This dynamic session featured a diverse panel of regional experts who shared ground-level insights, challenges, and actionable solutions from across India.

Panelists:

- Dr. Vishal Singh Rawat,
- Dr. Shaitan Singh Rathore,
- Dr. Anirvid Sarkar,
- Dr. Rais Rajpura,
- Dr. Sunil Kalaskar,



Fuelled by *Bacillus siamensis* ZMT02, the novel probiotic strain isolated from chicken GIT

22 Field Trials*
1,08,236 broiler chickens

Safe | Performance booster | Anti-infective | Anti-inflammatory

40 - 70 points[#]

Improvement in cFCR

Upto 70 g

Improvement in BWT in open shed

Upto 120 g

Improvement in BWT in EC shed

Upto 30%

Improvement in livability vis-à-vis antibiotic control



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

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



- Dr. Sachin Ingewar,
- Dr. Raja Dudhabale,
- Dr. Sushant Labh,
- Dr. Ravinder Reddy,
- Dr. Subradeep Paul,
- Dr. Mahen Singh,
- Dr. Anbumoney,
- Dr. Rahul Kulkarni

Moderator: Dr. Jeevan Sonawane

Panel Discussion 2: "Expert Perspectives: Challenges and the Way Forward"

A masterclass session with senior experts who shared deep insights, future trends, and strategic direction for the poultry sector.

Panelists:

- Dr. Pankaj Shukla,
- Dr. Anil Phadke,
- Dr. Gunasekaran,
- Dr. Ajay Chalikwar,
- Dr. Shirish Nigam,
- Dr. Gopal Reddy

Moderators: Dr. C. B. Pathak and Dr. B. A. Pawar

The entire technical sessions was smoothly moderated by Dr. P. N. Vaidya.

Lifetime Achievement Award

A highlight of the event was the Lifetime Achievement Award presented to Dr. R. D. Patil, a visionary veterinarian and stalwart in the poultry. His acceptance speech, reflecting on his journey and offering valuable guidance to the younger generation, was both moving and inspirational.

Other Recognitions & Felicitations

VIP President Dr. Ajay Deshpande and Vice President Dr. C. B. Pathak felicitated Dr. Ravinder Reddy on his election as Secretary of the Telangana Breeders Association.

This was followed by the felicitation of New Veterinary Entrepreneurs and new Life Time Members of VIP.

We also take this opportunity to

acknowledge and honour our supporters and sponsors for their valuable contributions, with due respect and gratitude.

Conclusion and Acknowledgements

The event concluded with a warm and sincere vote of thanks by Dr. Ruturaj Patil, who acknowledged the generous support of sponsors, the dedication of VIP committee members, and the enthusiasm of all stakeholders and attendees.

This AGM once again demonstrated VIP's unwavering commitment to its mission of fostering a strong, sustainable, and progressive poultry industry. With renewed energy and shared purpose, members departed with a collective goal: to contribute meaningfully to the delivery of safe, high-quality protein to the nation.

Team VIP extends heartfelt gratitude to all contributors, partners, and supporters for making the event a grand success.







In Mumbai attended important Iowa – India Round Table Meeting as one of the Panelist and during meeting it was an honour to interact with Governor Kim Reynolds , honourable Governor of Iowa State, USA. Governor Kim Reynolds is the 43rd governor of Iowa State and has the distinction of being the first woman elected to the office. There was also good interaction with Mike Naig, Iowa Secretary of Agriculture, Gary Wynne , Agriculture and Energy Policy Advisor, Office of the Governor, State of Iowa and and other delegation members from Iowa, USA.

Kevin Roepke, Regional Director, SASSA, U.S. Soybean Export Council (USSEC) welcomed all delegates and gave nice introduction of Speakers. This was followed by keynote address by Governor Kim Reynolds on Iowa-Freedom to Flourish. Mike Naig spoke on Iowa-India Ag cooperation. Nicole Podesta, Senior Agricultural Attaché, US Consulate, Mumbai spoke on USA-India Ag Cooperation. Mr. Randy Miller, USSEC Director gave nice presentation on Iowa Farming Technology Implementation. Sumit Gupta, CEO, WASEDA, gave an impressive presentation on India S&D imbalance. Other speakers were Divya Kumar Gulati, Ricky Thaper, Sunil Kataria, CEO & MD, Godrej Agrovet, Mr. Joe Dierickx, USSEC Director,

Iowa Farm Bureau, Mr. Joe Robert's, Director, Iowa Corn Promotion Board and Mr. Tom Adam, President, Iowa Soybean Association.

The Roundtable dialogue focused on advancing collaboration between Iowa and India in agriculture, agriscience, renewable energy and allied sectors, building a stronger bridge for trade, technology and investment. Franklin M., Country Team Lead-India, U.S. Soybean Export Council (USSEC) gave closing remarks. This was followed by the Networking Reception, attended by all the invites, fostering new partnerships and collaborative opportunities.

I feel humble and proud to represent the poultry industry in such a strategic forum and contribute to advancing sustainable practices, innovative solutions and strengthening the soy and poultry value chains in India. If we negate the effect of tariff, there are very good chances of import of US Soybean Meal by Indian Poultry Industry in future. The insights and learnings from this event will help me drive positive impact and foster greater collaboration within the industry.







Q1. What inspired you to be part of the poultry industry?

My journey into poultry is rooted in both passion and purpose. While studying BVSc & AH at Jabalpur Veterinary College and later completing my Master's in Veterinary Pharmacology and Toxicology at SKUAST Jammu, I realized how science can directly improve farming and livelihoods.

Poultry stood out because it plays a dual role—providing affordable protein for families and creating income opportunities for farmers. I was drawn to the fact that poultry could transform lives especially in rural communities and the technical challenges like feed safety and disease management motivated me to contribute with my knowledge.

For me, poultry is not just about birds—it's about nutrition, livelihoods and bridging science with society. This purpose continues to inspire me every day.

Q2. What are the major challenges faced by women entrepreneurs in this field?

Women in poultry face challenges at many levels. Access to finance is often the biggest hurdle—without loans or credit it's hard to scale from household flocks.

Recognition is another issue. Women handle most of the daily poultry work yet their efforts are rarely seen as entrepreneurship, limiting training and leadership opportunities.

Social barriers exist as well with restrictions on traveling for markets, meetings or training. Added to this is a lack of technical exposure which makes it harder to adopt modern practices.

With the right support in finance, training and recognition, women can overcome these challenges and thrive in poultry.

Q3. How can women overcome gender-specific barriers in the poultry business?

Overcoming barriers requires confidence, knowledge and support. Women must recognize themselves as entrepreneurs not just helpers.

Education and training are vital. Learning modern practices in management, health and feed can improve productivity and credibility. Networking with other women farmers builds community while collective models like cooperatives or self-help groups help access markets and credit.

Family support is equally important. When women are trusted in decision-making it becomes easier to step forward.

In short, knowledge, collaboration and self-belief are key to breaking barriers in poultry entrepreneurship.

Q4. What support systems do you believe are most crucial for women entering the



Dr. Priyanka Mudgil

Marketing Manager (Domestic and International)
Devee Nutri International

poultry sector?

From what I've seen, financial support is the first priority. Small loans or grants can help women start or expand their flocks beyond backyard levels.

Practical training is equally important. Women can turn daily work into profitable ventures with guidance on vaccination, feeding and housing.

Education and mentorship build confidence and entrepreneurial mindset while community-based support, like cooperatives or self-help groups, strengthens market access and knowledge sharing.

With these systems, women can move from managing birds to leading successful poultry enterprises.

Q5. What role can industry associations and government bodies play in promoting women-led poultry ventures?

Associations and government bodies can be real game-changers. They can provide training programs, exposure visits and networking opportunities to help women learn from successful models.

Government schemes that offer credit, subsidies and market access give women the push they need to grow. Recognition is also key—highlighting women's success stories inspires others.

With the right resources, opportunities and encouragement, these institutions can help women move from being invisible contributors to visible leaders in the poultry sector.

Q6. How do you see the role of technology in empowering women in poultry farming?

Technology can transform women's role in poultry. Tools like automatic feeders, drinkers and incubators reduce labor and save time especially when balancing household responsibilities.

Mobile technology is another equalizer. Women can access market prices, vaccination schedules and expert advice without leaving home. Even simple online resources boost knowledge and confidence.

With proper training, women can use technology not just as users but as decision-makers. Technology becomes a tool for independence, efficiency and entrepreneurship.

Q7. Share a personal experience

that highlights the journey of a woman in poultry entrepreneurship.

During an early field visit, I met a woman who started with just 20 birds under a government scheme. She struggled with disease, feed costs and family discouragement. But she attended training, learned vaccinations herself and prepared low-cost feed from local grains.

Within two years, she expanded to over 300 birds and bought a second-hand two-wheeler from her earnings—a milestone of independence.

Seeing her resilience reminded me why I chose poultry. It's not just about science—it's about transforming lives, creating confidence and inspiring communities.

Q8. What advice would you give to young women aspiring to enter the poultry business?

Start small, stay curious and believe in yourself. Even a small flock can teach valuable lessons about management, health and markets.

Seek knowledge through training, mentorship and technology and build a support network with other farmers or self-help groups.

Don't let stereotypes or doubts hold you back. Poultry farming is about skill, dedication and passion, not gender.

Take that first step, trust your abilities and your journey can inspire many others along the way.

Q9. What initiatives would you like to see in the industry to enhance women's participation?

The industry can support women through easy access to finance, small loans or grants for starting or expanding flocks.

Hands-on training and mentorship in modern management, disease prevention and feed practices is essential.

Recognizing women's achievements and sharing success stories inspires others. Women-led cooperatives also provide strength, knowledge sharing and better market access.

With these steps, women can move from invisible contributors to confident leaders in poultry.

Q10. What is your outlook on the growth and future of the poultry industry?

I am optimistic about poultry's future. Demand for eggs and meat continues to rise with population growth and awareness of nutritious diets.

The sector is becoming more technology-driven and efficient, with innovations in feed, housing and health improving productivity and sustainability.

With continued focus on research, disease prevention and market development, poultry farming will remain a key contributor to food security and economic growth. It offers opportunities for farmers at all scales and is set for steady expansion in the years to come.

Brazil's Feed Output Shrinks as Avian Flu Hits Poultry Industry



The Brazilian poultry industry, one of the cornerstones of the nation's agribusiness sector, is facing significant challenges in 2025. A recent outbreak of avian influenza has not only disrupted chicken exports—the lifeline of Brazil's poultry market—but also weakened domestic demand for feed, forcing a downward revision in overall feed production targets.

According to Sindiracões, the national union representing Brazil's animal feed industry, animal feed and supplement production for 2025 is now projected to reach 93.7 million tonnes, a slight dip from the 94 million tonnes forecast in May. This revision comes shortly after bird flu was first detected in a commercial chicken farm in southern Brazil earlier this year.

While the government swiftly moved to contain the outbreak within a month, the ripple effects on exports, global trade, and feed demand remain substantial.

Brazil's Global Role in Poultry and Feed

Brazil is the world's largest chicken exporter and ranks among the top three animal feed producers globally. The poultry industry is a

key driver of Brazil's economy, contributing billions of dollars in export revenue annually, while also supporting millions of jobs across farming, processing, logistics, and allied sectors such as feed manufacturing.

The country's animal feed sector is closely tied to poultry production. More than 40% of Brazil's feed output is directed toward poultry, making the industry particularly vulnerable to fluctuations in chicken demand and exports.

In recent years, Brazil had been on a steady upward trajectory in both poultry exports and feed output. However, the unexpected outbreak of avian influenza in 2025 introduced a serious disruption to this growth momentum.

The Avian Flu Outbreak and Its Immediate Impact

The detection of avian influenza (bird flu) on a commercial chicken farm in southern Brazil earlier in

2025 triggered swift containment measures. Although the outbreak was controlled within weeks, several international markets quickly imposed temporary import bans on Brazilian chicken products.

According to Ariovaldo Zani, head of Sindiracões, these trade restrictions were the primary factor behind the weakened demand for poultry feed.

"The pace of chicken exports, which were restricted due to embargoes following an avian influenza outbreak, was the main factor affecting demand," Zani stated.

Chicken exports from Brazil may fall by as much as 2% in 2025, dropping to around 5.2 million metric tonnes, compared to stronger figures in previous years. For a country that consistently dominates the global poultry export market, even a modest decline is significant.

The sharpest blow came from China, Brazil's largest poultry importer, which has yet to fully lift restrictions on Brazilian poultry goods. While most other countries have resumed imports, China's hesitancy continues to weigh heavily on the industry.

Feed Industry Feels the Pinch

The Brazilian feed industry is finely tuned to the needs of the poultry sector. When export demand falters, feed mills and ingredient suppliers feel the consequences almost immediately.

In the first half of 2025, poultry feed demand reached 18.9 million tonnes. While still considerable, this was below expectations given Brazil's typical growth patterns.

Sindiracões noted that while poultry feed demand was under pressure, other sectors helped balance the equation. The beef industry, benefiting from robust

global demand and fewer disease-related trade restrictions, has increased its feed consumption. This growth in beef feed demand has provided a cushion for the industry, preventing a more dramatic decline in overall feed output.

Despite the setback in poultry, total animal feed production is still forecast to rise by 2.9% year-on-year, demonstrating the sector's resilience.

Global Ramifications

Brazil's troubles are not contained within its borders—they reverberate across global food systems. As the world's top chicken exporter, any disruption in Brazil's supply chain has implications for poultry prices and availability in multiple regions.

Countries that rely heavily on Brazilian poultry, such as those in the Middle East, Asia, and Europe, faced temporary supply gaps during the export restrictions. This forced importers to seek alternative suppliers, including the United States and Thailand, albeit at potentially higher costs.

Moreover, the avian flu scare highlights the fragility of global food supply chains in the face of animal disease outbreaks. Even when an outbreak is swiftly controlled, the perception of risk can linger, influencing buyer decisions, trade flows, and consumer confidence.

Feed Ingredient Markets and Cost Pressures

The feed industry's challenges extend beyond demand disruptions. Global markets for feed ingredients—corn, soybeans, vitamins, and supplements—are highly sensitive to shifts in demand from major producers like Brazil.

A reduction in poultry feed demand translates into lower consumption

of key raw materials. While this might temporarily ease price pressures on some commodities, it also creates uncertainty for farmers and suppliers who depend on steady demand from Brazil's vast feed sector.

At the same time, feed producers face rising costs from logistics, labor, and energy. Balancing these challenges while managing fluctuating demand makes 2025 a particularly complex year for the sector.

Lessons from the Outbreak

Brazil's rapid containment of the avian influenza outbreak demonstrated the effectiveness of veterinary and biosecurity systems. However, the economic consequences highlight the need for stronger preventive measures and global coordination.

Key lessons include:

1. **Biosecurity vigilance** – Commercial farms must adopt strict monitoring to detect and isolate infections quickly.
2. **Diversified export markets** – Heavy reliance on a few major buyers, such as China, leaves the industry vulnerable to policy shifts.
3. **Feed industry adaptability** – Shifting capacity toward sectors like beef and swine feed can help cushion poultry-related downturns.
4. **Consumer confidence** – Transparent communication is vital to reassure both domestic and international buyers about food safety.

Industry Outlook for 2025 and Beyond

Looking ahead, the Brazilian feed industry remains cautiously optimistic. While poultry-related demand has slowed, the broader

trajectory of animal feed production is still positive. The projected 93.7 million tonnes of feed output, though slightly lower than earlier forecasts, represents continued growth compared to past years.

Sindiracoes predicts that once China fully resumes imports of Brazilian poultry products, demand will stabilize, restoring momentum to the poultry feed sector. However, much depends on diplomatic negotiations, sanitary assurances, and global trade conditions.

In the medium to long term, Brazil's poultry industry is expected to remain a global powerhouse, supported by its abundant natural resources, advanced production systems, and competitive pricing. The feed sector, though challenged in 2025, will likely rebound in line with poultry's recovery.

Conclusion

The avian influenza outbreak of 2025 has served as both a challenge and a wake-up call for Brazil's poultry and feed industries. While the immediate impact includes lower poultry exports and reduced feed demand, the sector has demonstrated resilience by leveraging growth in beef feed and maintaining overall output expansion.

Brazil remains central to the global poultry trade, and its ability to quickly contain outbreaks and rebuild trust among importers will determine how swiftly the industry regains its full strength. For the feed sector, adaptability and diversification are key to navigating the uncertainties of animal disease, trade policies, and shifting global demand.

As the year unfolds, all eyes will be on Brazil—not only as the world's largest chicken exporter but also as a bellwether of how global food

systems can respond to shocks while continuing to feed a growing population.

French Producers Push Back Against Ukrainian Egg Imports Amid Rising Demand



France's egg sector is grappling with mounting concerns over rising imports from Ukraine, which French producers claim do not comply with European Union sanitary and production standards. The issue has triggered both political and industry reactions, as demand for eggs continues to surge among consumers facing inflationary pressures.

Minister Calls for Stricter Sanitary Rules

French Agriculture Minister Anne Genevard has formally written to the European Commission, urging tighter sanitary regulations within France and across the European Union. She has specifically requested that eggs containing ingredients or production inputs prohibited under EU law should not be allowed into the European market.

"The symbol is strong, but the

number of eggs imported from Ukraine is not very high," Genevard said, seeking to reassure consumers and producers alike. Nevertheless, she stressed the importance of national food sovereignty, insisting that France must prioritize domestic egg production over imports that fail to meet EU standards or consumer expectations.

CNPO Raises Red Flags

The CNPO (Comité National pour la Promotion de l'Œuf), which represents France's egg producers, has been vocal in its criticism of Ukrainian imports. CNPO argues that allowing eggs produced under non-EU conditions onto French shelves creates unfair competition and undermines the integrity of Europe's strict food-safety framework.

Yves-Marie Beaudet, president of the CNPO, emphasized the industry's capacity to meet domestic demand:

"We can supply the big supermarkets."

For producers, the concern is less about quantity and more about principles. The arrival of noncompliant eggs, even in small volumes, sends a troubling message about double standards in

trade and weakens the confidence of local farmers who follow strict EU rules on animal welfare, feed, and sanitary controls.

Surging Egg Demand

The controversy comes at a time of record-high egg consumption in France. Consumers, squeezed by rising food inflation, increasingly turn to eggs as an affordable, versatile source of protein.

Supermarkets across France have reported a 5% rise in egg sales so far in 2025, amounting to approximately 350 million more eggs compared to the same period last year. The sharp increase in demand has forced retailers to import additional supplies, much to the frustration of local producers who insist they could have met those needs domestically if given proper market support.

Broader Implications for EU Trade

The dispute highlights broader tensions within the European Union regarding agricultural imports from Ukraine. Since the war began in 2022, the EU has relaxed some trade restrictions to support Ukraine's economy, including agricultural exports. While well-intentioned, these measures have occasionally clashed with domestic producers' interests in EU member states such as Poland, Romania, and now France.

The French case underscores a critical policy dilemma: how to balance solidarity with Ukraine against the need to uphold strict EU sanitary standards and protect domestic farmers.

Outlook

As the debate intensifies, the European Commission will likely face increasing pressure from France and other member states to tighten oversight on Ukrainian

agricultural imports. For French egg producers, the stakes are high: ensuring a level playing field, preserving consumer trust, and defending national food sovereignty at a time when demand is booming.

For now, Minister Genevard's intervention signals a strong stance in favor of French farmers. Whether this will translate into concrete policy changes at the EU level remains to be seen.

Leading the Charge for a Sustainable Poultry Future: Poultry India Expo 2025

prestigious poultry industry gathering—the 17th Poultry India Expo 2025. Scheduled from November 25 to 28, 2025, at the HITEX Exhibition Centre, Hyderabad, the event promises to be a landmark occasion for innovation, sustainability, and global collaboration in poultry.

Set against the backdrop of India's fast-growing poultry industry, the expo has chosen a visionary theme—"One Nation, One Expo"—to align with the ethos of Viksit Bharat and showcase India's poultry strength on the global stage.

A Journey of Growth: From Inception to the 17th Edition

The Poultry India Expo has evolved remarkably since its inception.

that now attracts stakeholders from across the globe—farmers, breeders, nutritionists, veterinarians, researchers, policymakers, and global technology leaders.

Over the years, the event has become a benchmark for innovation, reflecting the Indian poultry industry's transformation from backyard operations into a modern, technology-driven powerhouse. The success of the 16th edition in 2024, which saw unprecedented participation and industry breakthroughs, has set high expectations for this year's event.

Knowledge Day: A Hub of Ideas and Innovation

The expo opens with Knowledge Day on November 25 at the



The Indian Poultry Equipment Manufacturers' Association (IPEMA) is once again preparing to host South Asia's largest and most

What started as a platform to connect equipment manufacturers with farmers has grown into an internationally recognized event

Novotel, Hyderabad. This dedicated pre-event conference will gather 1,500+ delegates and at least seven global experts to deliberate on the

most pressing challenges and opportunities facing poultry today. Knowledge Day is not just a curtain-raiser—it has grown into a must-attend forum for thought leadership, where scientists, policymakers, and industry leaders exchange ideas that shape the sector's future.

Key Focus Areas for Knowledge Day 2025:

- 1. Sustainable Feed Solutions –** Exploring alternatives to reduce dependence on imported soy and maize, while advancing insect protein, algae-based ingredients, and circular economy models.
- 2. Automation and Digital Poultry Farming –** Leveraging AI, robotics, and IoT to optimize productivity, biosecurity, and cost efficiency.
- 3. Emerging Poultry Diseases –** Strategies for early detection, prevention, and control of viral and bacterial threats, including avian influenza and antimicrobial resistance (AMR).
- 4. Manure and Waste Management –** Turning poultry waste into energy, fertilizer, and value-added products for sustainable farming.
- 5. Future Employment in Poultry –** Identifying new career paths for veterinarians, engineers, researchers, and entrepreneurs in a rapidly evolving industry.

This knowledge-sharing platform underscores IPEMA's commitment to capacity building and equipping the industry with tools for long-term sustainability.

India's Poultry Industry: A Growth Engine

India today stands as the world's second-largest egg producer and

among the top four producers of broiler meat. The poultry industry contributes more than ₹1.35 lakh crore annually to the Indian economy, cementing its role in nutrition, rural development, and employment generation.

Growth Rates:

- **Chicken Meat Production:** Expanding at 8–10% annually.
- **Egg Production:** Growing at 6–8% annually.

This rapid growth reflects not only rising domestic demand but also India's strengthening export potential. Poultry has become a key source of affordable protein, crucial for improving nutrition levels across rural and urban populations alike.

The sector also supports 25 million people directly and indirectly, spanning farming, feed milling, hatcheries, processing plants, transport, veterinary services, and equipment manufacturing.

Expo Highlights: What to Expect at Poultry India 2025

The 17th edition of the Poultry India Expo is set to be the biggest yet, with several new features that reflect both technological progress and India's rising global profile.

Scale and Participation

- 500+ exhibitors from more than 50 countries.
- 50,000+ visitors expected, including farmers, industry leaders, and international delegations.
- 35,000 square meters of exhibition space, making it one of the largest poultry expos in Asia.

Exhibits and Showcases

- **Breeding and Genetics:** Advanced hatchery automation, precision breeding, and

biosecure practices.

- **Feed Milling:** Latest innovations in feed formulation, quality control, and sustainable ingredients.
- **Veterinary Solutions:** Cutting-edge vaccines, diagnostics, and biosafety measures.
- **Housing and Equipment:** Automated climate-controlled housing, energy-efficient designs, and robotics.
- **Sustainability Practices:** Renewable energy integration, manure-to-biogas systems, and eco-friendly packaging.

By combining technology, science, and farmer empowerment, the expo creates a 360-degree view of the poultry ecosystem.

IPEMA's Theme: "One Nation, One Expo"

The 2025 theme reflects unity, inclusivity, and a shared vision. Poultry is not just about farmers or businesses—it touches nutrition, livelihoods, food security, and national pride. By creating a single, comprehensive platform, IPEMA ensures that all voices of the industry are represented.

Moreover, the theme aligns with Viksit Bharat 2047, India's roadmap to becoming a developed nation. Poultry plays a crucial role in this vision by ensuring food security, promoting rural entrepreneurship, and strengthening global competitiveness.

Leadership Voices

Speaking ahead of the event, Mr. Uday Singh Bayas, President of IPEMA, shared his optimism:

"India's poultry business is experiencing amazing growth. Building on the huge success of the 16th edition, we're setting even higher standards this year. I cordially encourage poultry farmers, breeders, veterinarians,

researchers, and global stakeholders to attend the 17th Poultry India Expo 2025 in Hyderabad. Together, we will create the future of India's poultry industry and develop our country as a global poultry powerhouse."

His message highlights both pride in India's achievements and a call for international collaboration.

IPEMA as an Industry Catalyst

Beyond organizing the expo, IPEMA has established itself as a transformational force in India's poultry sector.

Key Initiatives in 2025:

- **IB Group Conclave in Raipur** – Showcased integrated poultry operations and large-scale farmer engagement.
- **North East Livestock Conference** – Strengthened poultry awareness and farmer support in emerging regions.
- **Kolkata International Poultry Fair** – Expanded outreach to eastern India's poultry stakeholders.
- **Vice-Chancellors' Conclave on Veterinary Education** – Fostered academia-industry collaboration.
- **National AMR Stewardship Drive** – Promoted responsible antibiotic use and alternative solutions.
- **Support for Telangana's Cull Bird Single Window Facility** – Streamlined farmer services.

Recognition

IPEMA's contributions were acknowledged at the Exhibition Excellence Awards 2025, where it received the Top Industry Catalyst Award. The association also contributed ₹2.5 crore to the Poultry India Confederation of Indian Poultry Associations (PI-CIPA), reaffirming its role in

strengthening collective industry leadership.

Global Collaboration and International Participation

One of the defining features of Poultry India Expo is its international footprint. Over 50 countries will be represented in the 2025 edition, bringing world-class technologies, solutions, and partnerships to India.

To ensure seamless participation, IPEMA is offering visa and travel assistance to international delegates and exhibitors. This effort reinforces the association's commitment to positioning India as a global hub for poultry innovation.

The expo will also feature B2B networking sessions, country pavilions, and joint research presentations, facilitating stronger ties between Indian and international stakeholders.

Sustainability at the Core

Sustainability is no longer optional—it is a core priority for the poultry industry. IPEMA has placed it front and center in the 2025 expo, highlighting practices that balance productivity with environmental responsibility.

Key Areas of Focus:

- **Feed Efficiency:** Reducing feed conversion ratios through better genetics and nutrition.
- **Waste-to-Energy:** Converting poultry litter into biogas and organic fertilizers.
- **Carbon Footprint Reduction:** Adoption of renewable energy sources in poultry farms.
- **Animal Welfare:** Housing systems that ensure humane conditions while meeting production needs.
- **Water Management:** Innovations in water recycling and conservation in poultry

operations.

By embedding sustainability into every discussion, the expo supports both global climate goals and India's commitment to sustainable agriculture.

Future Outlook: Poultry and Viksit Bharat

As India marches toward its Viksit Bharat 2047 vision, poultry will remain a cornerstone of nutritional security, rural prosperity, and export growth.

Outlook for the Next Decade:

- **Egg Production:** Expected to double by 2035, with India aiming to overtake global leaders.
- **Chicken Meat Production:** Projected to sustain 8–10% annual growth, driven by rising incomes and urbanization.
- **Export Potential:** Expanding to Middle East, Africa, and Asia with premium Indian poultry products.
- **Technology Adoption:** Greater penetration of AI, precision farming, and biotechnology in poultry.

The Poultry India Expo 2025 is not just an event—it is a visionary platform for shaping this future.

Conclusion

The 17th Poultry India Expo 2025 at HITEX, Hyderabad, is more than a trade fair. It is a movement toward innovation, sustainability, and global leadership in poultry. With its powerful theme, "One Nation, One Expo," IPEMA is uniting stakeholders across the value chain to chart a path for a stronger, more resilient poultry sector.

From Knowledge Day's insights to the expo's global showcases, from farmer empowerment to sustainability drives, the event promises to set new benchmarks

for South Asia's poultry industry. As Mr. Uday Singh Bayas aptly put it, this is a collective opportunity to "create the future of India's poultry industry and develop our country as a global poultry powerhouse."

As India's poultry story continues to unfold, the Poultry India Expo 2025 stands as both a reflection of its achievements and a catalyst for its aspirations—a bridge between today's realities and tomorrow's possibilities.

Poultry Feed Mycotoxin Adsorbent Market to Grow at 5.4% CAGR from 2025 to 2035, Driven by Rising Poultry Health Awareness

The global poultry sector has long been recognized as one of the fastest-growing segments of the livestock industry. As consumer demand for affordable protein sources rises, poultry has become the cornerstone of global food security. However, the industry continues to battle a critical challenge—contamination of poultry feed with mycotoxins. These toxic metabolites, produced by various fungi, pose serious risks to poultry health, productivity, and profitability.

Enter the poultry feed mycotoxin adsorbent market: a specialized and rapidly expanding industry that provides solutions to safeguard feed quality and enhance bird performance. According to a recent market analysis, the industry size stood at USD 1951.2 million in 2024, is projected to reach USD 2056.5 million in 2025, and will

climb further to USD 3500 million by 2035, registering a compound annual growth rate (CAGR) of 5.4% over the forecast period.

This upward trajectory reflects the growing importance of feed safety in ensuring sustainable poultry production worldwide. In this article, we will explore in depth the dynamics shaping the poultry feed mycotoxin adsorbent market, including growth drivers, regional trends, technological advances, competitive landscapes, and the long-term opportunities for stakeholders.

Understanding Mycotoxins and Their Risks

What Are Mycotoxins?

Mycotoxins are naturally occurring toxic compounds produced by molds such as *Aspergillus*, *Fusarium*, and *Penicillium*. These fungi thrive on grains and raw materials commonly used in poultry feed, such as corn, wheat, soy, and barley, particularly under warm and humid storage conditions.

Impact on Poultry

Even at low concentrations, mycotoxins can have detrimental effects on poultry health, including:

- Reduced growth rates due to impaired nutrient absorption.
- Immunosuppression, making birds more susceptible to

diseases.

- Liver and kidney damage, which affects overall metabolism.
- Reproductive issues, particularly in breeding flocks.
- Higher mortality rates, leading to direct financial losses.

Studies suggest that over 60–80% of poultry feed globally is contaminated with at least one type of mycotoxin, making it one of the industry's most pressing challenges.

The Role of Mycotoxin Adsorbents

Mechanism of Action

Mycotoxin adsorbents are feed additives designed to bind, inactivate, or degrade mycotoxins in the gastrointestinal tract of birds. Once bound, these toxins pass harmlessly through the animal's system without being absorbed into the bloodstream.

Common Types of Adsorbents

1. **Clays & Aluminosilicates** – Bentonite, montmorillonite, and zeolite are widely used for their high binding capacity against aflatoxins.
2. **Yeast Cell Wall Derivatives** – Rich in β -glucans and mannan-oligosaccharides, effective against trichothecenes and zearalenone.
3. **Enzyme & Polymeric**



Adsorbents – Advanced compounds capable of degrading a broader spectrum of mycotoxins.

4. **Activated Charcoal** – Though less specific, it is occasionally used for emergency detoxification.

Benefits

- Safeguard flock health.
- Improve feed conversion ratios (FCR).
- Reduce veterinary costs.
- Enhance productivity and egg/meat quality.
- Protect long-term farm profitability.

Market Size and Forecast (2024–2035)

The poultry feed mycotoxin adsorbent industry is on a strong growth path.

- **2024:** USD 1951.2 million.
- **2025:** USD 2056.5 million.
- **2035:** USD 3500 million.

This represents a CAGR of 5.4%, driven by the twin imperatives of feed safety and rising poultry consumption. By 2035, adsorbents will become standard components of feed formulations across most intensive poultry farms worldwide.

Key Growth Drivers

1. **Rising Awareness of Poultry Health**

Farmers are increasingly aware of the economic costs of contaminated feed, including production losses, increased medication usage, and mortality. Preventive solutions such as adsorbents are gaining traction as cost-effective insurance.

2. **Intensification of Poultry Farming**

As global demand for poultry

meat and eggs continues to rise, farms are shifting towards large-scale, high-density production systems, which increases susceptibility to feed contamination. Adsorbents ensure consistent flock performance under these intensive conditions.

3. **Regulatory Push for Feed Safety**

Authorities in the EU, US, and Asia-Pacific are tightening regulations on feed quality and animal health. This has accelerated the adoption of adsorbents as compliance tools.

4. **Technological Advancements**

Next-generation adsorbents capable of targeting multiple mycotoxins simultaneously are being developed, improving both efficacy and safety.

5. **Rising Global Poultry Consumption**

With the world's population projected to reach 9.7 billion by 2050, poultry remains the fastest-growing protein source, directly fueling demand for safe feed additives.

Regional Insights

North America

- Strong regulatory framework for feed safety.
- Large-scale poultry operations in the US and Canada.
- High adoption of premium and multi-component adsorbents.

Europe

- Strict EU regulations regarding feed contamination.
- Emphasis on sustainable and natural adsorbent solutions.
- Countries such as France, Germany, and the UK lead adoption.

Asia-Pacific

- Fastest-growing market, led by India, China, and Southeast Asia.
- Expanding poultry populations and intensification of production.
- Rising awareness campaigns and government focus on feed safety.

Latin America

- Brazil and Mexico are key poultry exporters.
- Focus on cost-effective yet efficient adsorbent solutions.

Middle East & Africa

- Growing poultry consumption due to population growth.
- Market still in early adoption stage but offers high potential.

Key Challenges

1. **Cost Sensitivity** – Small-scale farmers may perceive adsorbents as an added expense.
2. **Awareness Gaps** – Limited understanding of the long-term benefits in certain regions.
3. **Regulatory Variability** – Differing standards across countries complicate product approvals.
4. **Effectiveness Limitations** – Not all adsorbents are equally effective against every mycotoxin.

Competitive Landscape

The market is fragmented yet competitive, with both multinational feed additive companies and regional players active.

Strategies of Leading Players

- **Product Innovation** – Development of broad-spectrum, multi-toxin adsorbents.

- **Strategic Partnerships** – Collaborations with feed manufacturers for inclusion in premixes.
- **Geographic Expansion** – Entry into high-growth markets in Asia-Pacific and Africa.
- **Sustainability Initiatives** – Focus on natural and environmentally friendly materials.

Key players include:

- Cargill Incorporated.
- BASF SE.
- Alltech.
- Novus International.
- Kemin Industries.
- Olmix Group.

Future Opportunities

1. **Integration with Precision Nutrition** – Smart feeding systems will increasingly include adsorbents as default components.
2. **Sustainable Solutions** – Natural clays and yeast derivatives will dominate demand.
3. **Digital Monitoring Tools** – Combining adsorbents with feed contamination detection technology.
4. **Expanding Role Beyond Poultry** – Application in swine, cattle, and aquaculture feeds.

Conclusion

The poultry feed mycotoxin adsorbent market is at the heart of a larger transformation in the global poultry industry. With mycotoxin contamination posing persistent risks, adsorbents have emerged as essential tools for safeguarding flock health, productivity, and profitability. Backed by rising health awareness, intensifying poultry production, technological advancements, and

strict regulatory frameworks, the industry is set to grow from USD 2056.5 million in 2025 to USD 3500 million by 2035, reflecting its critical role in ensuring feed safety.

As poultry continues to anchor global protein supply, mycotoxin adsorbents will remain indispensable in shaping a sustainable, resilient, and profitable poultry future. Stakeholders who invest in innovation, education, and strategic collaborations will be best positioned to capture this growth and lead the industry forward.

Poultry in Britain Boosts the Economy by Billions



Poultry meat, particularly chicken, has become the backbone of Britain's protein supply and an unsung driver of the national economy. Long gone are the days when chicken was considered a luxury dish reserved for Sunday dinners. Today, it is the most consumed meat in the UK, eaten by millions daily, and its production underpins a sophisticated industry that fuels jobs, taxes, and growth.

According to a report commissioned by the British Poultry Council (BPC) and prepared by Oxford Economics, the chicken meat industry in 2023 made a gross value added (GVA) contribution of £8.5 billion to the UK's GDP. This impressive figure demonstrates not only the direct output of poultry farms and processors but also the wide-ranging ripple effects the sector has across the economy, from feed mills and logistics firms to retailers and service providers.

Even more striking is how resilient and dynamic the poultry sector has been over the last decade. Since 2013, the industry's contribution to GDP has increased by over 31% in real terms, outpacing the wider agriculture sector and the overall UK economy. At a time when

policymakers are looking for growth drivers in a turbulent economic environment, Britain's poultry meat sector stands out as a success story.

The £8.5 Billion GDP Contribution

The Oxford Economics report highlights that in 2023, the UK's chicken meat industry generated a gross value added (GVA) of £8.5 billion.

- **Direct contribution:** £2.8 billion came directly from the operations of poultry farms and processors.
- **Indirect contribution:** A significant share of the GVA was created through supply chain purchases – everything from feed ingredients and veterinary services to packaging and machinery.
- **Induced contribution:** Wages paid by poultry companies and their suppliers were spent in the wider economy, further multiplying the sector's footprint.

In other words, poultry does far more than fill dinner plates. Every pound spent in the chicken meat sector triggers additional value creation across multiple industries.

Strong Growth Since 2013

Perhaps the most telling statistic is the long-term growth trajectory of the industry. Between 2013 and 2023:

- Poultry GVA increased by 31% in real terms, equivalent to an annual growth rate of 2.7%.
- The broader UK agriculture sector, in contrast, recorded only a 12% gain over the same period.
- The overall UK economy grew by 17%, well below the poultry industry's pace.

This means the poultry meat sector has been a consistent outperformer, even amid challenges such as Brexit, rising input costs, labour shortages, and the COVID-19 pandemic.

Revenue Generation: Farmers vs Processors

In 2023, the British poultry meat sector generated £10.3 billion in revenue. The split shows the dual structure of the industry:

- **Farmers:** Just over 34% of the revenue (£3.5 billion) came from poultry farmers raising broilers and other meat birds.
- **Processors:** Around 66% (£6.8 billion) was contributed by processors who slaughter, cut, and package poultry meat for retailers, foodservice, and exports.

This breakdown underlines how closely interdependent farming and processing are. Farmers supply processors, while processors depend on secure domestic production to ensure continuity of supply to supermarkets and restaurants.

Employment Impact: Over 113,500 Jobs

The poultry meat sector is also a major employer, sustaining 113,500 jobs in 2023.

- **Direct employment:**
 - 8,600 workers in poultry farming.
 - 27,100 workers in processing.
 - Total direct jobs: 35,700.
- **Indirect & induced employment:**
 - Supply chain activity and wage spending supported an additional 77,800 jobs.
 - For every 100 jobs in poultry, another 220 jobs were created elsewhere in the economy.

This employment multiplier effect reflects the labour-intensive nature of poultry meat production and its reliance on a vast network of supporting industries, from feed and equipment to retail and logistics.

Tax Contribution: £1.9 Billion for the Exchequer

The economic importance of the poultry industry extends beyond output and jobs—it is also a significant contributor to public

finances.

In 2023, the sector supported £1.9 billion in tax revenues for the UK government. This includes:

- Corporate taxes paid by poultry companies.
- Income taxes and National Insurance contributions from employees.
- Indirect taxes generated by supply chain transactions.

To put this into perspective, £1.9 billion is equivalent to one-third of the UK government's spending on forestry, fishery, and agriculture services during the fiscal year 2022–2023. In other words, poultry effectively helps fund rural development and environmental initiatives.

Poultry in Context: Comparison with Other Sectors

The direct GDP contribution of the chicken meat sector is especially impressive when compared to larger agricultural and livestock categories:

- Poultry farming accounted for 9% of the £13.7 billion GVA produced by the entire UK agricultural sector in 2023.
- It contributed 26% of the £4.7 billion GVA generated by all livestock producers.

This demonstrates how poultry has become central to the UK's farming economy, surpassing other livestock categories in relative importance.

The Wider Supply Chain Impact

Behind every supermarket chicken lies a complex supply chain. The poultry industry supports a wide variety of sectors, including:

- **Animal feed production** – millions of tonnes of grains, soy, and feed additives are sourced annually.

- **Veterinary services & pharmaceuticals** – ensuring flock health and biosecurity.
- **Transport & logistics** – moving chicks, feed, and processed meat.
- **Food packaging & processing equipment** – enabling efficient and safe production.
- **Retail & hospitality** – distributing poultry products to consumers.

By driving demand across these industries, poultry strengthens Britain's broader economic ecosystem.

Regional Importance

The poultry industry is not evenly distributed across the UK; certain regions are economic hubs for poultry farming and processing:

- **East Anglia & the Midlands** – known for large broiler farms and feed mills.
- **Yorkshire & the Humber** – major centres for processing plants.
- **Northern Ireland & Scotland** – significant contributors to poultry exports.
- **Wales** – home to integrated production systems combining farming and processing.

These regional clusters ensure that poultry contributes not just to national GDP, but also to local economies, rural employment, and regional development.

Challenges Facing the Industry

Despite its successes, the British poultry sector faces a number of pressing challenges:

1. **Labour shortages** – Reliance on migrant labour has been highlighted since Brexit, with difficulties in sourcing skilled staff for farms and processing plants.

2. **Rising feed costs** – Global grain market volatility, particularly due to the war in Ukraine, affects profitability.
3. **Energy costs** – Heating, ventilation, and processing facilities are energy intensive.
4. **Trade uncertainties** – Post-Brexit trade arrangements have increased costs and bureaucracy.
5. **Sustainability pressures** – The industry is under scrutiny to reduce its carbon footprint and improve animal welfare standards.

Opportunities for the Future

At the same time, there are promising opportunities:

- **Export potential:** With strong food safety standards, Britain can expand poultry exports to non-EU markets.
- **Innovation in feed:** Alternative proteins and feed additives can reduce costs and improve sustainability.
- **Automation:** Processing plants are increasingly adopting robotics to address labour shortages.
- **Sustainability initiatives:** From renewable energy use to better waste management, poultry companies are innovating to align with net-zero goals.
- **Consumer demand:** Chicken remains the most affordable meat protein, ensuring stable long-term demand.

Policy and Industry Support

The British Poultry Council has been instrumental in advocating for the industry's interests. It emphasizes the importance of:

- A supportive immigration policy to address labour shortages.
- Investment in research for

sustainable poultry farming.

- Clear labelling and fair trade rules to protect domestic producers.
- Collaboration with government to ensure food security and resilience.

Future Outlook

Looking ahead, the poultry industry is expected to remain a cornerstone of Britain's food economy. The combination of affordable protein demand, integrated supply chains, and steady productivity improvements positions poultry for continued growth.

By 2030, if the industry maintains its 2.7% annual GVA growth rate, its GDP contribution could rise well above £10 billion, further strengthening its role in national economic resilience.

Moreover, with technological innovation, sustainability commitments, and continued investment in people, the poultry sector is poised to deliver not just food security, but also high-quality jobs and a positive fiscal impact.

The story of Britain's poultry meat industry is one of economic significance, resilience, and potential. In 2023 alone, it contributed £8.5 billion to GDP, supported 113,500 jobs, generated £10.3 billion in revenue, and paid £1.9 billion in taxes. Over the past decade, it has outperformed both the wider agricultural sector and the overall UK economy, proving its centrality to Britain's food and economic systems.

From farm to fork, poultry meat has become a driver of growth that sustains communities, strengthens public finances, and secures the nation's food supply. While challenges remain, the sector's record of adaptability suggests it will continue to thrive. For

policymakers, businesses, and consumers alike, British poultry is not just about chicken dinners—it is about billions of pounds in value, thousands of livelihoods, and the future of UK agriculture.

\$2.7 Billion Invested in Processing by the US Poultry Industry



The US poultry industry is a cornerstone of American agriculture, supplying the world's largest market for chicken meat and leading global exports. From family farms in Georgia and Arkansas to large-scale processing plants in the Midwest, poultry has become a vital part of the nation's food system.

In recent years, the industry has witnessed not only significant growth in production volumes but also a surge in capital investment aimed at meeting consumer demand, modernizing infrastructure, and improving efficiency. According to industry expert Earnest, more than \$2.7 billion has been invested in poultry processing facilities across the United States. This wave of investment underscores both the challenges and opportunities facing the industry as it adapts to evolving consumer preferences, regulatory frameworks, and technological possibilities.

Consumer Demand: Driving Force Behind Investments

At the heart of this investment boom is consumer demand for restaurant-quality poultry products at home. Once viewed primarily as a raw protein sold in bulk, chicken has evolved into a highly differentiated product category. From boneless skinless breasts to marinated strips, nuggets, and ready-to-cook meals, the range of offerings has multiplied.

Earnest points out that online consumer searches show steady interest in poultry products, particularly in convenience-oriented categories such as chicken nuggets and tenders. The shift reflects modern lifestyles where busy families want quick, nutritious meals without sacrificing taste. Retailers, foodservice suppliers, and processors have adapted by investing in value-added products, which require more sophisticated processing infrastructure.

As a result, companies are channeling billions into plant expansions, automation, and food safety technologies to ensure that supermarket shelves and freezers can keep up with demand.

The Production Boom: 2014–2024

The scale of the industry's growth over the past decade is staggering. Between 2014 and 2024, US broiler production increased by 780 million heads per year. This expansion added nearly 8.8 billion pounds of chicken to annual output, cementing poultry's position as the most consumed meat in America, surpassing beef and pork.

Several factors contributed to this surge:

- **Affordability:** Chicken remains the cheapest source of animal protein for American households.
- **Health perception:** Leaner and lower in fat compared to red

meat, chicken is often seen as the healthier option.

- **Versatility:** Chicken's adaptability to global cuisines—from fried chicken to stir-fries and tacos—makes it a universal favorite.
- **Export growth:** Demand from markets such as Mexico, China, and Africa has bolstered US production capacity.

The industry has continuously adjusted operations to meet these demands, requiring greater investments in both farming and processing infrastructure.

Changing Bird Sizes: A Decade of Growth

One of the most striking trends highlighted by Earnest is the increase in bird sizes over the past decade. On average, live weights have risen by half a pound since 2014.

- **Larger birds:** In 2024, chickens weighing more than 7.75 pounds accounted for 29% of weekly production, compared with only 8% in 2006.
- **Medium birds:** Birds in the 4.26–6.25 pound range, which once dominated the market at 50%, now represent only 29% of production.

This shift reflects both consumer preferences and industry efficiency goals. Larger birds yield more meat per animal, reducing production costs per pound. They are also well-suited for processed products like boneless breasts, tenders, and portioned cuts.

However, larger birds also pose processing challenges, requiring upgraded equipment, more advanced deboning technologies, and stricter quality control. Hence, the surge in capital investment to modernize facilities.

The Role of Genetics and

Efficiency

The ability to consistently raise larger, healthier birds is not a coincidence—it is the product of decades of genetic research. Earnest highlights that since the 1990s, the focus on selective breeding has transformed poultry production.

Breeding programs now emphasize:

- Faster growth rates.
- Improved feed conversion ratios (FCRs).
- Disease resistance.
- Meat yield optimization.

As a result, today's broilers can reach market weight in less than half the time it took 50 years ago, using significantly less feed. This has dramatically improved efficiency and profitability across the supply chain.

These advances, however, require investments in precision feeding, climate-controlled housing, and advanced processing facilities capable of handling the larger, meatier birds produced by modern genetics.

Processing Line Speeds: Regulatory Bottlenecks

Despite remarkable efficiency gains in farming, the processing side of the industry remains constrained by line speed regulations. In most US plants, slaughter lines are capped at 140 birds per minute. A small number of facilities have obtained waivers to operate at 175 birds per minute, but these are exceptions rather than the norm.

For an industry processing over 9 billion broilers annually, even small restrictions on line speeds translate into major cost and capacity implications. Faster line speeds could boost throughput and efficiency, but regulators balance

these considerations against concerns about worker safety and food quality.

This regulatory bottleneck partly explains the industry's \$2.7 billion investment in processing facilities. Companies are spending heavily on automation, robotics, and ergonomics to improve efficiency within the existing regulatory framework.

Technological Innovation in Processing

The investments are not just about speed—they are about transforming poultry processing through innovation. Some of the major focus areas include:

1. Automation and Robotics

- Automated deboning and portioning equipment reduces labor dependence.
- Robotics improve worker safety by handling repetitive or hazardous tasks.

2. Food Safety Technologies

- Advanced pathogen detection systems reduce risks of Salmonella and Campylobacter.
- Improved chilling systems enhance product quality and shelf life.

3. Sustainability Measures

- Energy-efficient machinery lowers carbon footprints.
- Water recycling systems reduce consumption in processing plants.

4. Digital Monitoring

- Real-time tracking of line performance and yield optimization.
- Integration of AI and machine learning for predictive maintenance.

These technologies require significant capital outlay but promise long-term gains in productivity, compliance, and

profitability.

Economic Importance of Poultry Processing

The poultry processing industry is not just about chicken—it is about jobs, communities, and economic growth.

- The US poultry sector directly employs over 300,000 people, many of them in rural communities where processing plants are key economic anchors.
- Billions in investments ensure that these plants remain competitive, providing stable employment and supporting local businesses.
- The broader supply chain—from grain farmers producing feed to packaging companies and logistics providers—benefits from a robust processing sector.

The \$2.7 billion investment wave sends a clear message: poultry is not only vital for food security but also a cornerstone of rural America's economic resilience.

Consumer Trends Reshaping the Market

Investments also reflect changing consumer trends:

- **Convenience:** Ready-to-cook and ready-to-eat chicken products are booming.
- **Premiumization:** Higher demand for organic, antibiotic-free, and free-range chicken.
- **E-commerce growth:** More consumers buying poultry products online.
- **Health and wellness:** Poultry fits well into high-protein, low-fat diet trends.

Processing plants must adapt to produce smaller portion packs, marinated options, and premium labels, requiring flexible, high-tech equipment.

Challenges Ahead

Even as investments pour in, the industry faces challenges:

1. **Labour shortages** – Plants struggle to recruit and retain workers, especially post-pandemic.
2. **Regulatory scrutiny** – Concerns about line speeds, worker safety, and animal welfare persist.
3. **Feed costs** – Rising grain prices affect profitability.
4. **Sustainability pressures** – Growing demand for greener operations.
5. **Trade dynamics** – Export markets are vulnerable to disease outbreaks and geopolitical tensions.

Addressing these issues requires not only money but also policy support and industry collaboration.

The Future of US Poultry Processing

Looking forward, the US poultry industry is poised for continued growth, driven by both domestic and international demand. Key trends to watch include:

- **Greater automation:** As labor challenges persist, automation will become the backbone of processing.
- **Sustainability leadership:** Plants will increasingly adopt renewable energy, circular water systems, and carbon reduction initiatives.
- **Global competitiveness:** The US will seek to maintain its position as the world's leading poultry exporter.
- **Consumer-centric innovation:** Customization and convenience will define product development.

If current investment levels

continue, the industry will be well-positioned to meet these challenges while remaining the world's most efficient poultry producer.

Conclusion

The US poultry industry's \$2.7 billion investment in processing facilities is far more than a financial statistic—it is a signal of transformation. Driven by consumer demand, supported by genetic progress, and shaped by regulatory and economic forces, these investments reflect a sector preparing for the future.

From larger birds and rising production volumes to automation and food safety, the industry is evolving rapidly. While challenges such as labor shortages and regulatory constraints remain, the outlook is one of strength and resilience.

Ultimately, these billions invested today will ensure that tomorrow's poultry industry continues to feed America and the world with efficiency, safety, and innovation.

The Iranian Egg Industry Faces Imminent Bankruptcy: Crisis, Causes, and Consequences

The Iranian egg industry, one of the nation's key food production sectors, is standing on the verge of collapse. Farmers, economists, and union leaders warn that unless urgent government intervention takes place, the country may witness the bankruptcy of thousands of poultry farms, leading to severe consequences for food security, employment, and

consumer prices.

Hamid Reza Kashani, head of the Mihan Poultry Farmers' Union, has sounded the alarm, pointing out that the sector has been operating under extreme financial strain for months. "The egg segment is currently running at a profitability rate of minus 20%," Kashani stated, highlighting that the average farmgate prices of eggs stand between 30,000 and 35,000 tomans per kilogram, which is 45,000 tomans below production costs.

This situation reflects a dangerous imbalance where producers cannot even cover their basic input costs, let alone generate profit. If this trend continues, the egg business could collapse altogether, forcing Iran to depend on imports—a possibility that undermines years of efforts toward food self-sufficiency.

The Structural Challenge: Feed Shortages

The core of the crisis lies in feedstuff shortages. Poultry, like all livestock, depends heavily on feed ingredients such as corn, soybean meal, rapeseed, and sunflower meal. In Iran, the distribution of these feed materials is managed by a state-run system, overseen by the Ministry of Agricultural Jihad.

Under this system, the government imports and stockpiles feed ingredients, which it then distributes to farmers at subsidized prices. The idea is to protect local



farmers from international market volatility and ensure stable domestic food production. However, as Kashani explains, the system has failed to meet the sector's demand. Farmers are forced to turn to the open market, where prices are double the official rate.

For small and medium-scale farmers, this is simply unsustainable. Without reliable access to affordable feed, their production costs skyrocket, while egg prices remain suppressed by market conditions.

This structural bottleneck is not new. For years, Iranian poultry farmers have raised concerns about inconsistent feed distribution, bureaucratic inefficiencies, and corruption in the allocation process. Yet, despite repeated complaints, the underlying issues remain unresolved.

The Economics of Loss: Why Farmers Are Struggling

To understand the crisis, it is crucial to look at the economics of egg production.

- **Production Costs:** On average, it costs farmers around 80,000 tomans per kilogram to produce eggs when feed, labor, energy, veterinary care, and transportation are factored in.
- **Selling Prices:** Farmgate prices are currently at 30,000–35,000 tomans per kg, creating a gap of nearly 45,000 tomans.
- **Profitability:** This translates into a negative margin of about 20%, meaning that for every kilogram of eggs produced, farmers lose money.

Under such conditions, no industry can survive for long. Farmers either shut down operations or continue producing at a loss in the hope of future relief. But prolonged losses

inevitably lead to bankruptcies, layoffs, and production halts.

Kashani and other union leaders argue that this is not just a farmer's issue—it is a national crisis. If egg production collapses, consumers will face shortages, and the government will be forced to spend scarce foreign currency reserves to import eggs.

Government Response: Too Little, Too Late?

The Iranian government has not been entirely silent. Through the Livestock Affairs Support Department, authorities had been purchasing surplus eggs from farmers for state reserves, helping stabilize the market. Since the start of the year, the government purchased 23,000 tonnes of eggs.

However, this practice was recently discontinued, leaving farmers without a critical safety net. Without guaranteed buyers, farmers must sell into an oversupplied market at depressed prices.

Kashani insists that the government must immediately purchase 50,000 tonnes of eggs at a guaranteed price of 74,500 tomans per kilogram. Such a move would relieve farmers, stabilize prices, and prevent mass bankruptcies.

But bureaucratic delays, budget constraints, and competing priorities have hampered swift action. For many farmers, the help may arrive too late.

The Broader Context: Iran's Economy and Agriculture

The crisis in the egg industry cannot be viewed in isolation. Iran's broader economic challenges—international sanctions, inflation, currency devaluation, and import restrictions—all contribute to the agricultural sector's fragility.

1. Currency Devaluation

The Iranian rial has lost significant value in recent years, making imported inputs such as soybean meal and corn much more expensive. Even when subsidies are provided, the actual costs to the government rise, straining the budget.

2. Inflation

With inflation rates often exceeding 40% annually, farmers face rising costs across the board—feed, energy, transportation, and veterinary medicines. Yet consumer purchasing power remains weak, limiting how much egg prices can increase in retail markets.

3. Sanctions

Sanctions restrict Iran's ability to trade freely on the global market, complicating feed imports and creating logistical bottlenecks. This increases dependence on state-controlled distribution systems, which are prone to inefficiency.

4. Policy Inconsistencies

Frequent changes in agricultural policy, coupled with delays in implementation, create uncertainty for farmers. Long-term planning becomes nearly impossible, leaving producers vulnerable to sudden shocks.

Social and Food Security Implications

Eggs are a staple protein source in Iran. They are affordable compared to meat and dairy and play a central role in the diets of millions of households. A collapse in egg production would have direct consequences for nutrition and food security.

1. Rising Consumer Prices

If domestic supply falls, retail

egg prices will soar. For low- and middle-income households already struggling with inflation, this would reduce access to affordable protein.

2. Nutrition Crisis

Eggs are particularly important for children, pregnant women, and vulnerable groups. A shortage could contribute to malnutrition, especially in rural and low-income communities.

3. Employment Losses

The poultry industry employs hundreds of thousands of workers directly and indirectly—farmers, transporters, feed suppliers, veterinarians, and traders. Bankruptcy across the sector would trigger massive job losses, compounding Iran's already high unemployment rates.

4. Dependence on Imports

Perhaps most critically, a collapse would force Iran to import eggs, undermining its hard-earned self-sufficiency. This would increase vulnerability to global price fluctuations and foreign trade restrictions.

Voices from the Industry

Kashani is not the only voice of concern. Across Iran, poultry farmers are raising alarms. Reports from provinces like Mazandaran, Isfahan, and Fars reveal widespread struggles:

- Farmers are selling eggs below cost just to maintain cash flow.
- Many are slaughtering hens prematurely because they cannot afford feed.
- Some are exiting the industry altogether, selling farms and equipment at distressed prices.

Union leaders argue that without systematic reforms in feed distribution and price stabilization, these problems will persist year after year.

Lessons from the Past

This is not the first time Iran has faced a poultry crisis. In previous years, similar shortages of feed and price mismatches pushed the industry to the brink. Each time, emergency government purchases, temporary subsidies, and import controls provided relief.

But these short-term fixes do not address the structural weaknesses:

- Over-reliance on imported feed.
- Inefficient state distribution systems.
- Lack of investment in domestic feed production.

Unless these deeper issues are resolved, the cycle of crisis will continue.

Potential Solutions: A Path Forward

Experts suggest several measures that could help rescue the industry:

1. Immediate Government Intervention

- Purchase surplus eggs at guaranteed prices to stabilize the market.
- Provide direct subsidies to farmers to offset losses.

2. Reform of Feed Distribution

- Improve transparency in feed allocation to prevent corruption.
- Ensure timely distribution to avoid forcing farmers into open-market purchases.

3. Boosting Domestic Feed Production

- Invest in expanding local cultivation of corn, soybeans, and oilseeds.
- Support research into alternative

feed ingredients (such as insect protein or local grains).

4. Market Diversification

- Encourage egg exports during surplus periods to stabilize domestic markets.
- Develop value-added products like egg powder for longer shelf life.

5. Long-Term Policy Stability

- Establish clear, consistent policies for poultry farmers.
- Avoid sudden changes in pricing, subsidies, or import rules.

Global Perspective: How Iran Compares

Iran is not alone in facing poultry sector challenges. Across the globe, farmers are struggling with feed costs, disease outbreaks, and market volatility. For example:

- In India, egg farmers recently faced similar struggles when input costs surged faster than selling prices.
- In Europe, avian influenza outbreaks have led to supply shortages and higher consumer prices.
- In the U.S., while large-scale industrial farming provides stability, smaller farms often suffer from fluctuating feed costs.

The difference is that in countries with stronger economies, governments and markets often absorb shocks more effectively. Iran's sanctions, inflation, and weak currency make it far more vulnerable.

The Urgency of Action

Kashani warns that without immediate intervention, Iran will face a severe production crisis in the second half of the year. Domestic production, currently

averaging 3,500 to 3,600 tonnes of eggs per day, could fall sharply.

This would push Iran into the difficult position of importing eggs—something the country has tried hard to avoid for decades. With limited foreign exchange reserves, such imports would put additional pressure on the economy.

The government must therefore act decisively, not only to save farmers but also to protect consumers and ensure national food security.

Conclusion: At the Crossroads

The Iranian egg industry is at a crossroads. Years of structural inefficiencies, compounded by economic challenges, have pushed it to the brink. Farmers cannot survive selling at a loss, and consumers cannot afford skyrocketing prices.

Unless the government takes bold, immediate, and long-term measures, Iran risks losing one of its most vital food production sectors. The consequences would extend far beyond farms, affecting nutrition, employment, and national stability.

Kashani's plea is clear: support farmers now, or face a food crisis tomorrow.

The UK Poultry Industry: A £8.5 Billion Economic Powerhouse

The United Kingdom's poultry sector is far more than just a source of affordable meat on supermarket shelves—it is a critical pillar of the national economy. Recent figures reveal that in 2023 alone, the poultry meat sector generated £8.5 billion in value added to GDP, demonstrating both its resilience

and its expanding role within the wider agricultural and food industries.

This contribution has grown significantly over the past decade, outpacing the broader economy and cementing poultry as the UK's most important livestock sector in economic terms. Beyond numbers, the industry plays a crucial role in employment, rural livelihoods, food security, tax revenue, and trade competitiveness.

A Decade of Growth: Outperforming the UK Economy

Since 2013, the UK poultry meat industry's GDP contribution has risen by 31% in real terms, an average annual growth rate of 2.7%. By comparison, the wider UK economy expanded by just 17% during the same period. This means the poultry industry has been growing at nearly double the pace of the national average.

Several factors explain this growth trajectory:

- 1. Rising Consumer Demand:** Poultry meat, particularly chicken, is the UK's most consumed animal protein. It is affordable, versatile, and widely considered healthier than red meat.
- 2. Export Expansion:** The industry has strengthened its presence in international markets, particularly in the EU and Asia, driving additional revenues.
- 3. Efficiency Gains:** Advances in breeding, feed efficiency, and processing technology have allowed producers to lower costs and improve productivity.



- 4. Vertical Integration:** The UK poultry supply chain is increasingly integrated, linking farming, processing, distribution, and retail. This structure supports consistent quality, competitive pricing, and value retention within the domestic economy.

In an era where many sectors have faced volatility, the poultry industry has stood out for its steady and robust expansion.

The Industry's Economic Breakdown

In 2023, the poultry meat industry reported a turnover of £10.3 billion. Of this:

- Poultry producers (the farming side of the sector) accounted for 34% of turnover.
- Processors (those handling slaughtering, packaging, and product preparation) generated the remaining 66%.

This illustrates how the industry's value is concentrated not just at the farm level but also in processing and value addition, where chicken meat is transformed into fresh cuts, ready-to-cook products, and prepared foods for domestic and export markets.

Contribution to Agriculture

Poultry farming is now a dominant component of UK animal production:

- It accounts for 26% of gross value added (GVA) among all

animal producers.

- It represents 9% of the entire agriculture sector's GVA, which totalled £13.7 billion in 2023.

This firmly positions poultry alongside, and in some cases ahead of, other traditional livestock sectors such as beef, pork, and dairy.

Tax Contributions: Supporting Public Spending

One of the most significant aspects of the poultry industry's economic footprint is its tax contribution. In 2023, the sector generated £1.9 billion in tax revenue for the UK government.

To put this into perspective, that tax intake covered roughly one-third of total public spending on agriculture, fisheries, and forestry in 2022/23. In other words, poultry alone funds a substantial portion of the government's agricultural budget, making it not just a net contributor to the economy but also a self-sustaining sector in fiscal terms.

This fiscal impact underscores how the poultry industry is not reliant solely on subsidies but actively contributes to public finances, a crucial advantage in times of tight government budgets.

Employment and Job Creation

The poultry sector is a major employer in the UK food system, with a total workforce of 113,500 people in 2023. Employment is spread across multiple segments of the supply chain:

- 35,700 people worked directly in poultry production (farming and bird management).
- 27,100 people were employed in processing (slaughterhouses, packaging facilities, and processing plants).
- 8,600 people were directly

employed on farms.

But the industry's impact goes well beyond direct employment. Thanks to supply chain linkages and wage spending effects, for every 100 jobs in the poultry sector, an additional 220 jobs are supported elsewhere in the economy.

This multiplier effect means the poultry industry underpins over 350,000 jobs nationwide, from feed manufacturing and veterinary services to logistics, retail, and equipment supply.

For rural communities, particularly in regions like East Anglia, the Midlands, and Northern Ireland, poultry farming provides stable, year-round employment, countering the seasonal fluctuations of other agricultural sectors.

Why Poultry Dominates UK Meat Consumption

The poultry sector's economic strength is inseparable from its popularity among UK consumers. Poultry meat, particularly chicken, accounts for nearly half of all meat consumed in the UK. Several factors explain this dominance:

1. **Affordability:** Compared to beef, lamb, or even some pork products, chicken is consistently the most affordable source of animal protein.
2. **Health Perception:** With growing concerns about red meat's links to cholesterol and cardiovascular health, poultry is seen as a healthier alternative.
3. **Culinary Versatility:** From roasts to curries, sandwiches to takeaways, chicken fits seamlessly into both traditional British dishes and global cuisines.
4. **Cultural Acceptance:** Unlike pork or beef, poultry

consumption faces fewer cultural or religious restrictions, making it widely accepted across communities.

5. **Convenience Foods:** Growth in ready-to-eat and quick-serve chicken products has boosted demand among time-constrained consumers.

These demand-side drivers ensure consistent market stability for producers and processors alike.

Challenges Facing the Industry

Despite its successes, the UK poultry industry faces significant challenges that could affect its future trajectory.

1. Avian Influenza (Bird Flu)

Outbreaks of avian influenza have caused widespread disruption, leading to culling, supply shortages, and increased costs for biosecurity measures. The disease represents both a production and reputational risk for the industry.

2. Labour Shortages

Like much of UK agriculture, poultry farming and processing rely heavily on migrant workers. Post-Brexit immigration restrictions have created labour gaps, particularly in processing plants, raising costs and slowing throughput.

3. Feed Costs

Feed constitutes the largest cost in poultry farming, typically 60–70% of expenses. Volatility in global grain prices, worsened by geopolitical crises such as the Ukraine war, has placed intense pressure on margins.

4. Environmental Pressures

The poultry industry faces growing scrutiny regarding its carbon footprint, water usage, and waste management. Calls for sustainable farming practices and reductions in intensive livestock farming add

pressure to adapt.

5. Animal Welfare

Consumer demand for higher welfare standards—such as free-range or organic poultry—adds costs for producers. While some consumers are willing to pay premiums, price-sensitive buyers often are not.

Policy and Trade Context

The poultry industry's outlook is shaped not just by market dynamics but also by policy and international trade agreements.

- **Post-Brexit Trade Deals:** Negotiations with countries like the U.S. and Brazil have sparked debates over standards. UK farmers fear being undercut by imports produced under lower welfare or environmental regulations.
- **Food Security Policy:** The government increasingly views poultry as central to national food security, given its efficiency and scalability compared to other meats.
- **Regulatory Compliance:** Farmers and processors face stringent food safety, animal welfare, and environmental regulations, which add costs but also help maintain consumer trust.

Sustainability and the Future of Poultry

Sustainability is becoming the defining issue for the future of UK poultry. The sector is under pressure to reduce emissions, improve animal welfare, and adopt more resource-efficient practices. Key initiatives include:

- **Carbon Reduction:** Investment in renewable energy for farms, such as solar and biomass, is helping cut carbon footprints.
- **Alternative Feed Sources:**

Research into insect protein, algae, and food waste byproducts could reduce reliance on imported soy and corn.

- **Circular Economy Models:** Better use of poultry byproducts—feathers, manure, and offal—can generate energy and fertilizer, reducing waste.
- **Welfare Improvements:** Increased demand for slower-growing breeds and free-range systems signals a shift in production models.

By embracing innovation, the industry aims to align with consumer expectations, environmental targets, and global competitiveness.

Global Comparisons

The UK poultry industry is part of a global market where trends are shaped by international demand, disease outbreaks, and price competition. Globally, poultry is the fastest-growing meat sector, outpacing beef and pork.

- **United States:** The U.S. poultry industry is valued at over \$46 billion annually, with large-scale, export-oriented production.
- **Brazil:** Brazil is the world's largest chicken exporter, with competitive feed costs and scale advantages.
- **European Union:** EU producers face similar sustainability and welfare demands as the UK, but benefit from greater access to migrant labour and shared market structures.

Against this backdrop, the UK industry's strength lies in its high standards, efficiency, and consumer trust, though it must remain competitive against lower-cost international suppliers.

The Road Ahead: Balancing Growth and Responsibility

Looking ahead, the UK poultry industry stands at a crossroads. On one hand, it is a dynamic growth sector, contributing billions to GDP, sustaining over 350,000 jobs, and anchoring rural economies. On the other, it faces mounting challenges—from biosecurity threats to sustainability demands.

For policymakers, the priority is to protect and strengthen the industry through stable regulation, fair trade policies, and investment in innovation. For producers and processors, the task is to remain competitive, sustainable, and consumer-focused in a rapidly evolving food landscape.

The next decade will likely see continued growth, but also greater emphasis on responsibility, transparency, and resilience. If managed wisely, the poultry sector can remain not just a £8.5 billion economic powerhouse but also a model of how modern agriculture can balance profitability with sustainability.

Conclusion

The UK poultry business is not simply a farming subsector; it is a strategic economic asset. With its £8.5 billion GDP contribution, £1.9 billion in tax revenue, and 113,500 direct jobs, the sector is vital to the UK's food security and economic health.

It has proven more dynamic than the broader economy, expanding faster than most other agricultural industries over the past decade. Yet, challenges—from avian flu to environmental pressures—mean it cannot rest on its laurels.

For policymakers, industry leaders, and consumers alike, the message is clear: safeguarding the UK poultry sector is about more than meat production—it is about jobs, public revenue, rural stability, and the future of British farming.



EGG

Daily and Monthly

Prices of September 2025

Name Of Zone / Day	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	Average	
NECC SUGGESTED EGG PRICES																																
Ahmedabad	570	575	575	575	575	560	560	560	565	570	-	570	-	570	570	575	580	580	580	580	580	560	-	560	560	560	560	560	-	-	569.20	
Ajmer	555	555	545	532	525	520	523	527	532	532	527	522	527	529	531	533	533	528	528	528	518	525	530	530	530	530	530	530	530	512	529.90	
Barwala	557	557	557	542	530	530	532	534	537	537	537	537	537	537	537	537	537	537	537	518	509	512	516	516	516	518	521	521	521	521	531.17	
Bengaluru (CC)	555	560	560	560	560	560	560	560	560	560	565	565	565	575	580	580	580	580	580	580	580	580	580	580	580	580	580	560	560	560	568.17	
Brahmapur (OD)	580	585	585	585	565	555	555	555	560	560	560	560	560	560	570	580	580	580	580	580	580	580	580	580	580	570	570	570	570	570	545	570.33
Chennai (CC)	585	585	585	585	585	570	570	570	570	570	570	570	570	570	580	585	585	585	585	585	585	585	585	585	585	585	585	565	565	550	550	576.67
Chittoor	578	578	578	578	578	563	563	563	563	563	563	563	563	573	578	578	578	578	578	578	578	578	578	578	578	578	578	558	558	543	543	569.67
Delhi (CC)	580	580	580	580	580	565	565	565	565	565	557	557	557	557	557	557	557	557	557	557	557	534	534	534	534	534	534	536	541	541	541	556.03
E.Godavari	560	565	570	570	545	545	545	545	545	545	545	545	545	535	540	550	550	550	550	550	550	550	-	550	540	540	540	540	540	530	547.41	
Hospet	495	500	500	500	500	500	500	500	500	500	505	505	505	515	520	520	520	520	520	520	520	520	520	520	520	520	520	500	500	500	500	508.17
Hyderabad	525	530	535	535	535	535	535	535	535	535	535	535	535	535	535	540	540	540	540	540	540	540	540	540	540	540	540	500	500	500	500	531.67
Jabalpur	545	545	545	545	535	525	525	525	535	540	540	530	530	540	550	550	550	550	550	550	540	540	530	530	530	530	530	-	520	520	525	536.21
Kolkata (WB)	630	630	620	610	600	590	580	600	600	600	580	585	590	595	600	600	625	625	625	600	600	600	600	600	600	600	-	600	600	600	600	602.93
Ludhiana	555	557	557	557	545	545	535	535	535	538	538	538	538	538	538	538	538	538	538	538	525	525	514	514	514	514	516	521	523	523	523	532.97
Mumbai (CC)	580	585	590	590	590	580	580	580	590	590	590	580	580	580	585	595	600	600	600	600	600	600	590	580	570	570	570	570	570	570	570	584.17
Mysuru	563	565	565	565	565	565	565	565	565	565	565	565	565	565	575	585	585	585	585	585	585	585	585	585	585	585	585	585	570	570	570	573.27
Namakkal	515	515	515	515	515	515	515	515	515	515	515	515	515	515	520	525	525	525	525	525	525	525	525	525	525	525	525	505	505	505	505	517.50
Pune	570	575	580	580	580	570	570	570	580	580	580	570	570	570	580	590	590	590	590	590	590	590	580	580	570	570	560	560	560	560	575.50	
Raipur	560	560	560	560	550	-	525	525	540	540	527	540	542	542	550	555	555	555	555	555	555	555	535	535	535	535	535	535	535	535	535	543.86
Surat	575	575	575	575	575	575	575	575	575	575	-	575	-	575	575	580	585	585	585	585	585	585	585	-	575	565	565	565	565	-	-	576.00
Vijayawada	560	570	570	570	545	545	545	545	545	550	550	550	550	550	550	560	560	560	560	560	560	560	-	560	550	550	550	550	550	530	553.62	
Vizag	565	570	575	575	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	555	540	540	540	530	530	530	530	520	550.33	
W.Godavari	560	565	570	570	545	545	545	545	545	545	545	545	545	535	540	550	550	550	550	550	550	550	-	550	540	540	540	540	540	530	547.41	
Warangal	527	532	537	537	537	537	537	537	537	537	537	537	537	537	537	542	542	542	542	542	542	542	542	542	542	542	542	502	502	502	502	533.67
Prevailing Prices																																
Allahabad (CC)	590	590	590	586	576	562	562	562	576	576	571	567	567	567	571	576	576	571	571	571	567	562	562	562	562	562	562	562	562	562	567	569.93
Bhopal	540	540	545	545	535	535	535	524	530	540	540	540	540	540	-	550	-	550	550	550	550	530	530	530	530	530	-	530	520	525	537.19	
Indore (CC)	540	550	550	540	530	530	535	540	545	545	545	540	545	550	560	560	560	560	560	550	540	540	540	540	540	540	540	540	540	540	544.50	
Kanpur (CC)	576	576	576	567	557	548	548	548	567	567	567	557	557	557	557	557	557	548	548	548	548	548	548	548	548	548	548	548	548	548	555.43	
Luknow (CC)	600	600	600	600	600	590	583	583	590	590	590	583	583	583	585	583	583	583	583	583	583	583	583	583	583	583	583	583	583	583	586.83	
Muzaffarpur (CC)	617	617	617	605	595	595	595	595	600	600	600	600	600	600	600	600	600	600	600	600	580	570	570	575	575	575	580	580	580	580	592.70	
Nagpur	545	555	555	555	555	-	555	540	540	555	555	550	550	550	-	560	-	570	560	560	550	550	550	550	550	550	540	-	540	540	550.77	
Patna	617	617	617	605	595	595	595	595	600	600	600	600	600	600	600	600	600	600	600	600	580	570	570	575	575	575	580	580	580	580	592.70	
Ranchi (CC)	605	605	605	605	595	595	595	595	595	595	595	595	595	595	595	595	605	605	605	600	600	595	595	595	590	590	590	590	590	585	596.50	
Varanasi (CC)	593	600	600	600	590	577	577	577	583	583	583	583	583	583	583	583	583	583	583	583	573	567	567	567	567	567	567	573	573	573	567	579.60

Editorial Calendar 2025

Publishing Month:

January

Article Deadline :

28th, Dec. 2024

Advertising Deadline :

30th, Dec. 2024

Focus :

Opportunities and Challenges

Publishing Month:

February

Article Deadline :

28th, Jan. 2025

Advertising Deadline :

30th, Jan. 2025

Focus :

Budget

Publishing Month:

March

Article Deadline :

26th, Feb. 2025

Advertising Deadline :

28th, Feb. 2025

Focus :

Disease Prevention

Publishing Month:

April

Article Deadline :

28th, March 2025

Advertising Deadline :

30th, March 2025

Focus :

Summer Stress Management

Publishing Month:

May

Article Deadline :

28th, April 2025

Advertising Deadline :

30th, April 2025

Focus :

Cold Chain

Publishing Month:

June

Article Deadline :

28th, May 2025

Advertising Deadline :

30th, May 2025

Focus :

Nutrition

Publishing Month:

July

Article Deadline :

28th, June 2025

Advertising Deadline :

30th, June 2025

Focus :

Biosecurity

Publishing Month:

August

Article Deadline :

28th, July 2025

Advertising Deadline :

30th, July 2025

Focus :

Sustainability

Publishing Month:

September

Article Deadline :

28th, August 2025

Advertising Deadline :

30th, August 2025

Focus :

Egg Production & Processing

Publishing Month:

October

Article Deadline :

28th, September 2025

Advertising Deadline :

30th, September 2025

Focus :

Processing & Packaging

Publishing Month:

November

Article Deadline :

28th, October 2025

Advertising Deadline :

30th, October 2025

Focus :

Winter Stress

Publishing Month:

December

Article Deadline :

28th, November 2025

Advertising Deadline :

30th, November 2025

Focus :

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