

# Poultry Fortune

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Health • Nutrition • Technology • Marketing

April 2026

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## Inside ...

Editorial:

**War shakes up Poultry supply chains across the Middle East**



**Falling margins, rising costs: Chicken shops in Hyderabad to shut from April 1**

**Antibiotic overuse in farms is bringing resistant bacteria straight into our gut**



**Nanovet Nutrition & Andres Pintaluba S.A. host 'Gut Health Forum 2026'**

**Precision Mineral Nutrition: Elevating Poultry Health ...**



**Dr S.K. Maini completes 50 years with Poultry and Livestock industry**

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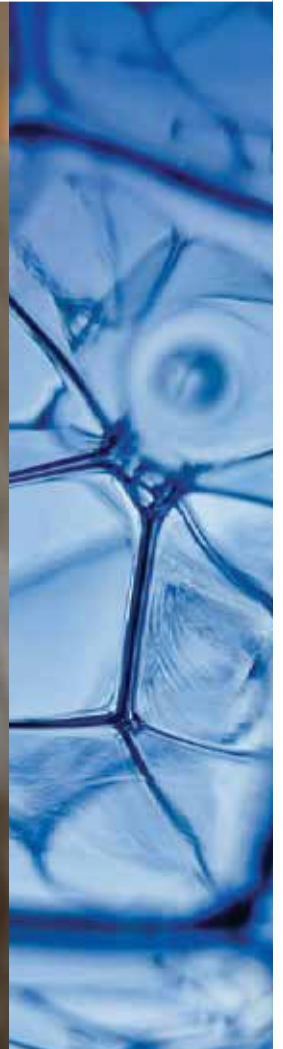
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**Northern Region**

<b>COMPANY:</b> Sampoorna Feeds  <b>FARMER NAME:</b> Mr. Jashandeep Singh Sidhu  	NOVEMBER-2025	Top #1
	Farm Type	Open House
	State	PUNJAB
	Chicks Placed	2509
	Mean Age	33.0
	Avg Body Wt	2460
	FCR	1.260
	cFCR	1.158
	Livability%	97.0
	Daily Gain	74.5
EPEF	573.9	


**Eastern Region**

<b>COMPANY:</b> IB Group  <b>FARMER NAME:</b> Mr. Kamal Krishna Roy  	NOVEMBER-2025	Top #1
	Farm Type	Open House
	State	BENGAL
	Chicks Placed	1354
	Mean Age	36.0
	Avg Body Wt	2777
	FCR	1.468
	cFCR	1.295
	Livability%	95.6
	Daily Gain	77.1
EPEF	502.6	

**Central Region**

<b>COMPANY:</b> Japfa  <b>FARMER NAME:</b> Mr. Suhas Patil  	NOVEMBER-2025	Top #1
	Farm Type	EC House
	State	MAHARASHTRA
	Chicks Placed	5972
	Mean Age	33.4
	Avg Body Wt	2463
	FCR	1.369
	cFCR	1.266
	Livability%	97.1
	Daily Gain	73.8
EPEF	523.3	

**South Region**

<b>COMPANY:</b> IB Group  <b>FARM NAME:</b> K S Poultry Farms  	NOVEMBER-2025	Top #1
	Farm Type	EC House
	State	KARNATAKA
	Chicks Placed	25945
	Mean Age	36.0
	Avg Body Wt	2731
	FCR	1.483
	cFCR	1.321
	Livability%	97.1
	Daily Gain	75.9
EPEF	496.9	

**NOVEMBER-Top PERFORMANCE BY AREA**

Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	12030	35.3	2631	1.370	1.230	97.2	74.5	528.3
North Open House	2509	33.0	2460	1.260	1.158	97.0	74.5	573.9
East EC House	6572	34.0	2357	1.427	1.348	97.2	69.3	472.2
East Open House	1354	36.0	2777	1.468	1.295	95.6	77.1	502.6
Central EC House	5972	33.4	2463	1.369	1.266	97.1	73.8	523.3
Central Open House	2793	32.3	2271	1.387	1.326	97.2	70.3	492.9
South EC House	25945	36.0	2731	1.483	1.321	97.1	75.9	496.9
South Open House	7616	36.0	2415	1.402	1.310	94.9	67.1	454.2

**NOVEMBER-Top 10 FIELD PERFORMANCE**






Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	OPEN HOUSE	PUNJAB	2509	33.0	2460	1.260	1.158	97.0	74.5	573.9
Flock 2	OPEN HOUSE	PUNJAB	10390	33.0	2491	1.330	1.221	97.0	75.5	551.0
Flock 3	EC HOUSE	PUNJAB	12030	35.3	2631	1.370	1.230	97.2	74.5	528.3
Flock 4	OPEN HOUSE	PUNJAB	2505	32.1	2393	1.360	1.273	95.8	74.5	524.8
Flock 5	EC HOUSE	MAHARASHTRA	5972	33.4	2463	1.369	1.266	97.1	73.8	523.3
Flock 6	OPEN HOUSE	UTTAR PRADESH	9389	40.0	2960	1.347	1.134	95.1	74.0	522.3
Flock 7	OPEN HOUSE	PUNJAB	14630	32.0	2293	1.320	1.255	95.8	71.6	519.6
Flock 8	OPEN HOUSE	HARYANA	3775	29.0	1951	1.250	1.261	95.7	67.3	515.1
Flock 9	EC HOUSE	MAHARASHTRA	15489	32.6	2370	1.375	1.293	97.5	72.6	514.7
Flock 10	EC HOUSE	MAHARASHTRA	7875	35.0	2582	1.386	1.257	96.5	73.8	514.1



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## CONTENTS

### Editorial

- War shakes up Poultry supply chains across the Middle East.

### News

- War Shakes up Poultry Supply Chains Across the Middle East.
- Dr S.K. Maini completes 50 years with Poultry and Livestock industry.
- The price of chicken eggs has dropped due to the war between Iran, Israel and America, Is this true ?
- Falling margins, rising costs: Chicken shops in Hyderabad to shut from April 1.
- Antibiotic overuse in farms is bringing resistant bacteria straight into our gut.
- Building on a Decade of Research, NOVUS Welcomes Julien Kanarek to Guide Enzyme Growth.
- Kaypeeyes Biotech founder Krishna Bhat Kadappu passes away. His son Dr Prajwal Bhat assumes duties as MD to Kaypeeyes Biotech.
- Nanovet Nutrition & Andres Pinaluba S.A. host "Gut Health Forum 2026" in Hyderabad.
- Tinca Bio, Strowin Group wants to serve feed mills, farmers in Asia.

- MPEDA Chairman D.V. Swamy visits Salem Microbes.



- PFI invites Punjab poultry farmers to participate in VIV Select India 2026.
- Halt in exports: Egg prices come down to 3.5 apiece.
- Hy-Line introduces Nova-Tech's latest hatchling support technology to support its parent stock customers in India.
- Kesrawan regulation opens a new era for cage-free egg production.
- VETLINE Welcomes Dr Amit Kumar Patra as General Manager – Sales & Marketing.

### Articles

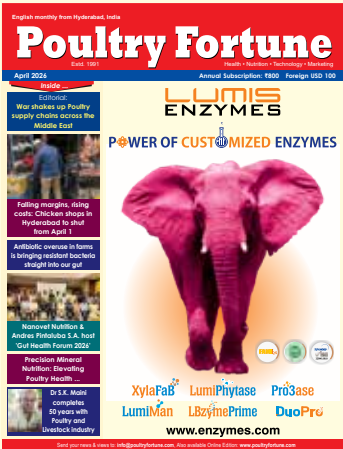
- Breaking Antimicrobial Resistance with Neotle's Neogut: Novel Biopolymer.
- Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals.

## ADVERTISERS' INDEX

Anthem Biosciences Pvt Ltd	10	Novozymes	8
Aviagen India Poultry Breeding Co. Pvt Ltd	4 & 5	Noble Vetscience Pvt Ltd	30 & 31
Avitech Nutrition Pvt Ltd	3	Provet Pharma Pvt Ltd	45
DSAND Animal Nutrition Pvt Ltd	23	Swiss Chemie International	21
Flavour Trove	6	Timo Eva Wellness Pvt Ltd	37
Glamac International Pvt Ltd	17	Trouw Nutrition India Pvt Ltd	56
Glocrest Pharmaceutical Pvt Ltd	25	Uttara Impex Pvt Ltd	19 & 54
Indian Herbs Specialities Pvt Ltd	27	Vaksindo Animal Health Pvt Ltd	59
Indovax Pvt Ltd	58	VALVIN Nutraceuticals	43
Kemin Industries South Asia Pvt Ltd	BC	Venkateshwara B.V. Biocorp Pvt Ltd	35
Krishi Nutrition Company Pvt Ltd	13	Venky's (India) Limited	41
Lavizen Health Care Pvt Ltd	57	Ventri Biologicals	2
Lumis Biotech Pvt Ltd	FC	Zenex Animal Health India Pvt Ltd	55
Multichem Specialities Pvt Ltd	15	Zeus Biotech Pvt Ltd	7
Neotle Global	49	Zhanjiang Hengrun Machinery Co Ltd	39
		Zivota Pvt Ltd	53

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Hyderabad - 500 004, India.  
Tel: 040 - 2330 3989, 70329 19554  
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- Editor



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+91-819 729 8530 / 994 531 1779

Bishwapriya Mukherjee  
bishwapriya.m@anthembio.com  
+91-9108648326

Anthem Biosciences Limited,  
#49, F1 & F2 Canara Bank Road, Bommasandra Industrial Area Phase-I, Hosur Road, Bangalore-560099, Karnataka, INDIA

## Trump and Netanyahu destroying the world and the peace, Stop it. War shakes up Poultry supply chains across the Middle East

*Typical composition of feed ingredients often falls short of modern poultry standards. That's why precision mineral nutrition - providing the right mineral at the right time and in the right form - is essential to support optimal broiler growth, eggshell integrity in layers, and fertility in breeders.*



Dear Readers,

The April 2026 issue of Poultry Fortune is in your hands. In the news section you may find news about...

Elder and senior citizens are in general given respect for their experience and knowledge in guiding on any aspect, in a family or in the society for the good and welfare.

The two senior citizens in the world Donald John Trump, 80 years old, and Benjamin Netanyahu, 77 years old have enjoyed every privilege this world has to offer. They lived long lives. They've eaten well. They've held power. They've been celebrated, protected and enriched beyond imagination.

And now, in the final chapter of their lives, they have decided to destroy everything in the world. Not just Iran. Not just the Middle East. Everything... Global economy, World peace, The future of millions of children. All of it burned to ash because two bitter old men couldn't stand the thought of leaving quietly.

Not Congress. Not the media. Not the UN. Not the "international community." Not a single world leader with the courage to stand up and say: "Enough." We are watching two senile warmongers drag humanity toward the cliff and the world is just... watching.

Taking notes. Writing analyses. Publishing "sources say" articles while the bombs fall and the children die.

This is not leadership. This is not geopolitics. This is a nursing home escapees' revenge fantasy playing out in real time. And it proves something absolutely terrifying: The world is not built on a solid foundation. If two elderly men one hiding in a bunker, one tweeting from a golf course can bring the entire planet to the edge of destruction... then what was all of it for? The UN ? Useless. International law ? A joke. Human rights ? A memory. Global cooperation ? Dead.

The world is not in a solid foundation. It's built on the egos of men who should have retired decades ago. Trump and Netanyahu destroying the world and the peace. The future generations cannot live in peace and they cannot have prospects for the future if things continue like this. These old leaders should stop the bloody wars and establish peace, welfare and development.

**War Shakes up Poultry Supply Chains Across the Middle East.** War has sent shockwaves through the Middle East's poultry supply chain, disrupting trade routes and tightening access to essential inputs across a region that has become vital to global industry growth. Poultry products are the primary protein source for consumers in the Middle East. The war is disrupting supply lines for the region, which is heavily dependent on imports, states RaboResearch, the knowledge centre of Rabobank. In particular, Brazil – as a major exporter – is expected to be most affected. European exporters are relatively less impacted. The Middle East is an important region for the poultry sector. The region accounts for 8% of the global market and 15% of global trade takes place here. Furthermore, consumption and production are growing faster than in other parts of the world.

*Contd on next page*



**Poultry Fortune**

### Our Mission

**Poultry Fortune** will strive to be the reliable source of information to poultry industry in India.

**PF** will give its opinion and suggest the industry what is needed in the interest of the stakeholders of the industry.

**PF** will strive to be The Forum to the Stakeholders of the industry for development and self-regulation.

**PF** will recognize the efforts and contribution of individuals, institutions and organizations for the development of poultry industry in the country through annual Awards presentation.

**PF** will strive to maintain quality and standards at all times.

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According to a survey by RaboResearch, 10% of the increase in global production is occurring in the Middle East.

### **Halt in exports: Egg prices come down to 3.5 apiece, Eggs sent for UAE on Feb 28 stranded at sea due to West Asia war.**

AMID the ongoing West Asia war, around 3.5 crore eggs exported from Namakkal to the United Arab Emirates are stranded at sea, and the disruption of exports has established the market and forced poultry farmers to sell eggs far below the official price. Exporters said about 70 containers, each carrying nearly five lakh eggs, were shipped on February 28. However, the ship has not reached the destination and remains anchored at sea. At an estimated value of 4.80 per egg, the stranded consignment is worth nearly 16.8 crore. The halt in exports has sharply affected the poultry industry in Namakkal, one of the country's largest egg-producing hubs. The region produces around six crore eggs daily, of which 75 lakh to one crore eggs are usually exported, mainly to the UAE and other Gulf countries depending on demand. With exports coming to a standstill and no fresh orders from western markets, eggs are piling up in farms and ware houses. Farmers say they are now forced to sell eggs for as low as ₹3.50 apiece, well below the ₹4.30 apiece rate fixed by the National Egg Coordination Committee, Namakkal. Production cost of an egg is around ₹5, including feed and other expenses. Farmers are now selling eggs at around ₹3.50, resulting in a loss of 1.50 per egg. With the region producing about seven crore eggs daily, poultry sector could be facing losses of around 10.5 crore every day.

**Antibiotic overuse in farms is bringing resistant bacteria straight into our gut.** A recent study published in Lancet eClinical Medicine has found that more than 80% of Indian patients have multi-drug resistant superbugs in their bodies, a clear indicator of the antimicrobial resistance crisis in India. While too much over-the-counter consumption is a major reason, there are other factors at play as well. Dr Hitender Gautam, professor of microbiology at AIIMS, New Delhi, tells Anuja Jaiswal how environmental contamination, food-chain transmission, and unregulated use in livestock together accelerate AMR, and the urgent steps needed to prevent a future where common illnesses become life-threatening.

How much of the AMR burden in India is driven by overuse or misuse of antibiotics in humans? AMR is a major public health threat globally. Without strong intervention, AMR could cause up to 10 million deaths annually by 2050. In India, misuse and overuse of antibiotics self medication, incomplete courses, and lack of awareness are major drivers of AMR. A high infectious disease burden, over crowding, poor hygiene, and easy over the counter access further speed up resistance. Global studies suggest nearly 30% of all antibiotic use may be unnecessary, and this inappropriate consumption feeds directly into rising resistance. These then reach humans through contaminated meat, eggs or milk, environmental runoff into soil and water, and direct contact with animals. Resistance genes can also transfer between animal and human bacteria. Many antibiotics used in livestock are the same or closely related to those used in human medicine, so this agricultural over use reduces the effectiveness of essential drugs for treating human infections.

**Nanovet Nutrition Pvt Ltd, India** and Andres Pinaluba S.A. (APSA), Spain, organized its first technical seminar titled **“Gut Health Forum 2026”** at Hyderabad on March 16. The forum served as a knowledge-sharing platform, integrating scientific expertise, industry experience, and collaborative discussions

on one of the most critical aspects of poultry production — gut health. Optimal gut health remains fundamental to enhancing bird performance, disease resistance, feed efficiency, and overall sustainability in modern poultry systems. Sanjeev Khanna, Managing Director, Nanovet Nutrition Pvt Ltd, emphasized the organization's commitment to advancing poultry health through innovation, technical excellence, and industry-oriented solutions. Dr H. B. Nataraja, Managing Director, Higain Feeds & Farms Pvt Ltd made presentation on “Gut to immunity in Poultry – Strategies for Health & Performance” provided valuable scientific insights and practical strategies aimed at enhancing flock performance, strengthening gut health, immunity and improving farm profitability.

In the Articles section, **Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals** by Dr Maloshrie Bora, Program Manager (Trace Minerals), Trouw Nutrition South Asia, discussed that, Trace minerals such as zinc, copper, and manganese are fundamental to poultry health, acting as cofactors in vital biochemical pathways: skeletal development, immune defenses, antioxidative systems, enzyme functions, feathering, and reproductive performance. Yet, the typical composition of feed ingredients often falls short of modern poultry standards. That's why precision mineral nutrition providing the right mineral at the right time and in the right form is essential to support optimal broiler growth, eggshell integrity in layers, and fertility in breeders. While inorganic sources like sulfates and oxides have been staples for decades, they suffer from low bioavailability and reactivity. These soluble compounds can prematurely release minerals, which then form insoluble complexes with phytate or binding agents in the gut, diminishing absorption and even degrading vitamins or enzymes in the premix.

Another Article titled, **Breaking Antimicrobial Resistance with Neotle's Neogut: Novel Biopolymer** by Neotle Global Pvt Ltd says that, Antimicrobial resistance (AMR) has become a major global challenge in both human and veterinary medicine. The frequent and excessive use of antibiotics in livestock production has contributed to the development of resistant bacteria and raised concerns about antibiotic residues in food products such as meat and eggs. This article examines the antimicrobial mechanisms of biopolymers, their role in reducing resistance development, their applications in veterinary systems, and the significance of NeoGut as a sustainable solution for antibiotic-free animal production. Modern consumers are increasingly aware of the risks associated with antibiotic residues in food products. As a result, the demand for antibiotic-free meat and eggs has grown significantly across global markets. This has placed considerable pressure on the livestock industry to adopt alternative strategies that can maintain animal health and productivity while reducing dependence on conventional antibiotics.

Readers are invited to send their views and comments on the news, special features and articles published in the magazine which would be published under “Readers Column” in the magazine. Time to time, we shall try to update you on various aspects of Poultry sector. Keep reading the magazine Poultry Fortune regularly and update yourself. Wish you all fruitful results in your efforts.

**M.A.Nazeer**  
Editor & Publisher  
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## War Shakes up Poultry Supply Chains Across the Middle East

War has sent shockwaves through the Middle East's poultry supply chain, disrupting trade routes and tightening access to essential inputs across a region that has become vital to global industry growth.

Poultry products are the primary protein source for consumers in the Middle East. The war is disrupting supply lines for the region, which is heavily dependent on imports, states **RaboResearch**, the knowledge centre of Rabobank. In particular, Brazil – as a major exporter – is expected to be most affected. European exporters are relatively less impacted.

The Middle East is an important region for the poultry sector. The region accounts for 8% of the global market and 15% of global trade takes place here. Furthermore, consumption and production are growing faster than in other parts of the world. According to a survey by RaboResearch, 10% of the increase in global production is occurring in the Middle East.

Poultry and feed supply disruptions  
The conflict with Iran has now substantially disrupted several key supply lines. A large number of countries in

the region depend on transport via the Persian Gulf and the now-blocked Strait of Hormuz. This poses a problem not only for major exporters of poultry products, such as Brazil, but also for the supply of feed and other necessities for local production. Provided they continue production, these local producers are expected to benefit from higher prices.

### Chicken accounts for 55% of protein

The Middle East is an attractive market for the poultry industry due to rapid population growth, government policies on food security, and rising chicken consumption per capita. Poultry products are the primary source of protein for the population, accounting for 55% of protein intake, with an annual growth rate of 3%.

### Massive growth in production and consumption

Over the past 20 years, both production and consumption have grown tremendously. Regional production has doubled since 2004 to over 7 million tonnes. Consumption has also doubled to roughly 9 million tonnes. As a result, there is a consistent import of around 2 million tonnes, just over 20% of total consumption, despite policies aimed at increasing

self-sufficiency.

Saudi Arabia now meets 70% of its own needs; in 2016, this figure was 40%. The intention is to further increase self-sufficiency to 85%, positioning the country as the leader in the region.

Within this region, Turkey is the only net exporter of poultry products. The countries most vulnerable to the effects of the conflict are:

- Iran
- Kuwait
- Oman
- Iraq
- Bahrain

The United Arab Emirates

These countries rely on the Strait of Hormuz for their supplies. Saudi Arabia is less dependent on transport through this bottleneck in the Persian Gulf and can also import via the Red Sea. The issue concerns primarily feed, but there are additional matters at stake. Local farms also require live breeding stock and technical equipment for poultry farms.

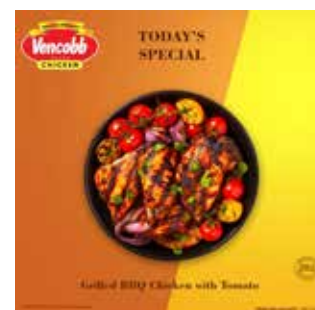
### Brazil, the key exporter

Brazil is the main exporter to this region. The country exports 100,000 tonnes of poultry products per month to the Middle East, accounting for over one-third of Brazil's overall

poultry product exports.

Other exporters include Turkey, Russia, Ukraine, the US, and the EU.

Russia and Ukraine, in particular, rely heavily on this market. For European exporters – especially France, which serves the region – the effects remain relatively limited. Nan-Dirk Mulder, RaboResearch analyst, anticipates robust European demand will offset the lost market share.



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## Dr S.K. Maini completes 50 years with Poultry and Livestock industry



Dr S.K. Maini

With great pleasure, satisfaction and having touched several milestone during this journey over period of time, I wish to thank all my teacher's, senior's, colleagues, junior's, well wisher's, farmer's, friends, industry personalities big and small, with whom I worked or was associated with over the years, and all those who helped me to achieve many of my goals during this journey.

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

I, Dr Surinder Kumar Maini,

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

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

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

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

Cambridge, Ontario, Canada.

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

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

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

introduced to the Indian Market.

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

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

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

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

Finally I shifted to M/s Vesper Group, Bengaluru, as its Gen Manager – Technical, during 1999 and



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continued till end of March 2025.

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

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

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



## The price of chicken eggs has dropped due to the war between Iran, Israel and America, Is this true? If true, will chicken farms be able to operate if this war lasts for six months?

Isn't the reason for this dire situation farming expansion without any planning?

Exports have stopped, egg consumption has decreased due to exams for school children, vegetable consumption has increased due to summer, egg consumption has decreased due to increased fish consumption, egg consumption has decreased due to Ramadan fasting, egg consumption has decreased due to increased festivals and pujas, egg consumption has decreased due to increase in petrol and gas prices, egg consumption has decreased due to transport disruptions  
Egg prices have fallen due to reduced egg consumption.

If the price of eggs decreases, egg consumption should increase, but even though the NECC has announced 420/- for eggs, where the production cost is Rs 555/100, farmers here and there are saying that they are selling them at 350, 320, or open prices. Can we think that the reason for this is that the dowry that came for my or Sachino's wedding was a desire to make money for the one who came first, because of the fear of selling eggs to

all of them?

On one hand, even though a pandemic is raging and some farms are running out of chickens, even though all the above things are known, those who are expanding farms are still being forced to sell the eggs produced by the chickens raised by the new entrepreneurs for self-employment in this country to other countries. All the above problems will always exist, right? It is said that 40 percent of the population in our country eats only veg.

Everyone knows that eggs are not consumed during certain months and times due to sentiments. In our industry, which claims to have a strong organization, our way of thinking is that the lamp is going out by putting it in the wind. It reminds us of the saying, "What do you bring to your house, what did you bring to our house?"

A farmer who has a farm of ten thousand chickens invests 80 lakhs, this is not even land, that is, a farmer who has a farm of 50 thousand chickens invests 4 crores and runs the farm, but does not attend the meetings held in this industry, does not know, does not cooperate.

But he complains that

the price of the egg is not getting any better.

In a hot country like India, the per capita egg production should be as high as in cold countries, and then the price of eggs will increase. Hatcheries are misleading the white-collar intellectuals and poultry community, and they are continuing to spend their money. If the managers of this industry and the farms remain so detached, analysts are of the opinion that the price of chicken eggs is likely to remain at the same level for two months in the next 12 months.

And with those two months of egg prices, will the remaining ten months of the farm be financially viable? Impossible. What else is this expansion looking at? Those who encourage it are getting rewarded, chicks, feed, medicines, vaccines, etc., they will benefit from everything. Everything needs to be thought about, problems are not new to this industry but so far it has been one step - another step ahead

The problem of no eggs in the pipeline will be solved now. But if farmers cannot be united and make joint decisions and marketing on the same word, the future is questionable.



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# Falling margins, rising costs: Chicken shops in Hyderabad to shut from April 1

Chicken traders said they are falling victim to the “tyranny” of poultry companies that do not give margin.



*An alarming study sheds light on the fact that more than 80% of the Indian population is carrying multi drug resistant superbugs*

**Hyderabad, March 31, 2026:** Located in a corner of Baba Nagar colony in Hyderabad’s Mallapur area is Tawakkal Chicken and Mutton Market. While people move in and out of the shop, they also notice a banner which has been hung outside the shop which has a notice written in Telugu.

The notice, attributed to the Telangana State Chicken Shop Owners Association, reads: “Chicken traders are falling victim to the tyranny of poultry companies that do not give us margin. This has led us to a situation where we cannot do

business without profits. In protest of this, we are closing our shops from April 1 indefinitely until the reduced margin is corrected. Please cooperate.”

Inside the shop, processing the chicken is Rahman, who explains the situation: “For every kilogram we sell, we hardly make anything now. Earlier, we used to get around ₹20 to ₹30 per kg. Now it has come down to ₹5 or ₹10. Some days, there is no margin at all,” he says, pausing briefly between customers.

For small retailers like Rahman, this margin is not

profit in the conventional sense. It is the amount left after buying chicken from poultry suppliers and selling it to customers, from which all expenses must be met. Rent, electricity, labour and transport are all paid from this narrow gap.

Shop owners say the squeeze is happening from both ends. Poultry integrator companies largely determine the price at which retailers procure chicken, leaving them with little bargaining power. At the same time, increasing retail prices is not easy. In many neighbourhoods, where multiple shops

operate within a short distance, even a small increase can push customers to a competitor.

“If we increase the price, customers will just go to the next shop. We cannot control buying price, and we cannot increase selling price. So how do we survive?” asks Mohd Kaleem, who runs a chicken shop in Yousufguda.

Satish Goud, representing the Telangana State Chicken Shop Owners Association, alleged that large corporate players in the poultry sector are squeezing small retailers by reducing margins while expanding their own organised retail presence. There are about a lakh such small shops in twin cities of Hyderabad and Secunderabad, he said.

Mr. Goud added that rising costs have made the situation unsustainable. “Rents increase by around 10% every year, workers’ salaries have gone up significantly, and electricity bills are high. Earlier, a worker could be managed at ₹5,000 to ₹6,000. Now it is ₹10,000 to ₹15,000 including food and accommodation. How can a shop survive on such thin margins?”

The association has called for an indefinite shutdown of chicken shops from April 1 and plans to stage a protest at Dharna Chowk near Indira Park, seeking intervention from the government and a revision of margins.

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## 'Antibiotic overuse in farms is bringing resistant bacteria straight into our gut'



An alarming study sheds light on the fact that more than 80% of the Indian population is carrying multi drug resistant superbugs

A recent study published in Lancet eClinical Medicine has found that more than 80% of Indian patients have multi-drug resistant superbugs in their bodies, a clear indicator of the antimicrobial resistance (AMR) crisis in India. While too much over-the-counter consumption is a major reason, there are other factors at play as well. Dr Hitender Gautam, professor of microbiology at AIIMS, New Delhi, tells Anuja Jaiswal how environmental contamination, food-chain transmission, and unregulated use in livestock together accelerate AMR, and the urgent steps needed to prevent a future where common illnesses become life-threatening.

### How much of the AMR burden in India is driven by overuse or misuse of antibiotics in humans?

AMR is a major public health threat globally,

Without strong intervention, AMR could cause up to 10 million deaths annually by 2050. In India, misuse and overuse of antibiotics self medication, incomplete courses, and lack of awareness are major drivers of AMR. A high infectious disease burden, over crowding, poor hygiene, and easy over the counter access further speed up resistance. Global studies suggest nearly 30% of all antibiotic use may be unnecessary, and this inappropriate consumption feeds directly into rising resistance.

### How much do contaminated food and water contribute to community-level AMR?

Contaminated food and water act as reservoirs and transmission pathways for resistant bacteria, introducing resistant organisms directly into the human gut and sustaining the spread of AMR in

the environment. The contribution is significant, particularly in settings with poor sanitation, high antibiotic use, weak wastewater treatment and food safety systems.

### How is inappropriate antibiotic use in agriculture, poultry and livestock adding to resistance?

When antibiotics are routinely used in animals for growth promotion, disease prevention or inappropriate treatment they create strong selective pressure that allows resistant bacteria to flourish. These then reach humans through contaminated meat, eggs or milk, environmental runoff into soil and water, and direct contact with animals. Resistance genes can also transfer between animal and human bacteria. Many antibiotics used in livestock are the same or closely related to those used in human medicine,

so this agricultural over use reduces the effectiveness of essential drugs for treating human infections.

### What treatment challenges do doctors face when common antibiotics fall against routine infections such as UTIs, pneumonia or sepsis?

When first line antibiotics stop working, doctors are forced to shift to higher end or intravenous drugs, increasing treatment costs and often requiring hospitalisation. Resistant infections MDR (multiple drug resistance) and XDR (extensively drug resistant) strains are harder to cure, prolong hospital stays, raise the risk of hospital acquired infections, and may reach a point where no available antibiotic works. These stronger drugs also carry more side effects, making management even more difficult.

### How do delays in diagnosis or limited access to culture tests worsen resistance?

Most patients initially receive broad spectrum empirical antibiotics. If culture tests are unavailable or delayed, this empirical therapy continues longer than necessary, increasing pressure for resistance to emerge. Rapid diagnosis allows timely switching to targeted antibiotics, which dramatically reduces risk of resistance. Without proper testing, antibiotic misuse becomes inevitable.

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## with antimicrobial stewardship programmes?

Hospitals generally have the core personnel physicians, microbiologists, pharmacists, epidemiologists and infection control teams to run antimicrobial stewardship programmes. National bodies like ICMR issue guidance and periodically strengthen stewardship efforts. However, continuous monitoring, audit, and adherence to protocols remain crucial to ensure antibiotics are used only when necessary.

## What immediate steps should people take to curb AMR, and what system-level changes are urgently needed?

The public must avoid taking antibiotics without medical advice, complete prescribed courses, and never reuse old or expired medicines. Similar symptoms should not lead to self medicating with with previously used antibiotics. For animals and plants, treatment must follow authorised used antibiotics. For animals and plants, treatment must follow authorised guidance only. At the system level, awareness about AMR must deepen, and antibiotic use across community and hospital setting must be strongly monitored. Strengthening diagnostic access, regulating antibiotic sales, and enforcing stewardship practices are essential to prevent further escalation.

## Building on a Decade of Research, NOVUS Welcomes Julien Kanarek to Guide Enzyme Growth

**CHESTERFIELD, MO (March 12, 2026)** – Julien Kanarek joined NOVUS in January as the company's feed enzymes global lead. He brings nearly 20 years of experience in animal nutrition, biotechnologies, and feed additive market strategizing to the leader in intelligent nutrition.

Kanarek joins the company during a time of growth and innovation for its enzymes portfolio. Recently, NOVUS purchased BioResource International, Inc. (BRI), to gain full control of its CIBENZA® Enzyme Feed Additive product line and began a development partnership with Ginkgo Bioworks. Teams also hosted educational workshops for customers on the hidden risk in soybean meal (an anti-nutritional factor known as trypsin inhibitor). Last month, the company shared a new white paper, *Outsmarting Trypsin Inhibitors*, available now to download.

Kanarek says NOVUS is right by increasing its focus on enzymes. With feed costs as one of the highest budget lines for pig and poultry producers, ongoing economic shifts, and constraints when it comes to raw material options, strategic decisions must

be made. Kanarek said one well-known applied strategy to get more from feed ingredients is enzyme technology.

"What I find exciting is that enzymes have not shown us their full potential yet. The world of anti-nutritional factors also hasn't been fully defined and explored," he says. "NOVUS has been studying these aspects for over a decade but in the last year we're seeing an acceleration in interest from the academic community. So, we have 10 years of enzymes and trypsin inhibitor research that helped us to build a solid database of soybean profiles from around the world. Now we will also look at leveraging what researchers who have taken an interest in this subject are finding and add that knowledge to our own understanding."

Kanarek says NOVUS is committed to putting all the pieces together to create services and solutions that support the customer.

"There is no one single enzyme that can solve every problem," he says. "It has to be the right cocktail of biotechnologies with an adapted application. For that, we need to understand our customers' context and challenges

so we can build robust, reliable and sustainable solutions for them."

Laura Munoz, senior director of Global Strategic Marketing at NOVUS, says Kanarek's leadership will be key as NOVUS continues to strengthen its enzyme business.

"Through acquisitions and innovation projects, NOVUS has taken big steps to demonstrate our commitment to the feed enzymes sector. Julien's global perspectives on the current market and strategic concepts on how the animal agriculture industry will use enzymes in the future will help us build a portfolio of solutions and services for today and tomorrow."

Prior to joining NOVUS, Kanarek served as Marketing Manager – Poultry and Regional Category Manager for Europe at Adisseo; Global Business Segment Leader – Poultry at Danisco Animal Nutrition and Health, part of International Flavors & Fragrances (IFF); and Global Category Manager at Avril. He has master's degrees in animal nutrition and health from UniLaSalle in France with a specialization in comparative animal nutrition from University of California-Davis in the United States.

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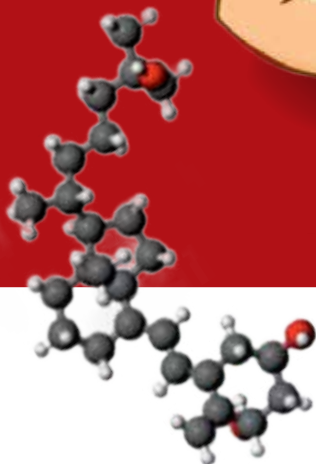
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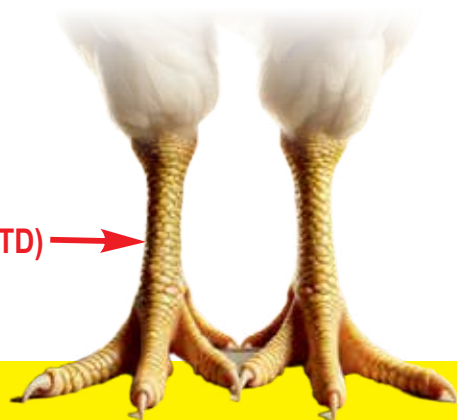


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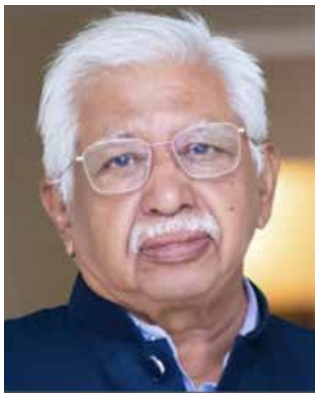
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## Kaypeeyes Biotech founder Krishna Bhat Kadappu passes away



**Krishna Bhat Kadappu**  
11 March 1950 - 08 March 2026

**Mysore:** Mr Krishna Bhat Kadappu, Founder of Kaypeeyes Biotech Pvt Ltd passed away on 8 March 2026.

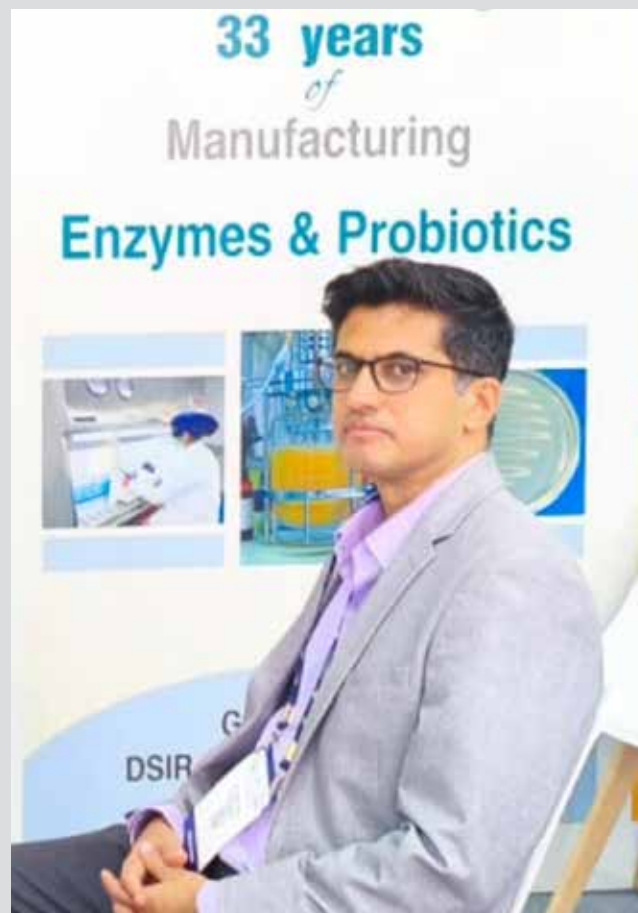
Krishna Bhat was born in an agricultural family in Perla village near Kasargod, in present day Kerala. He completed his early education in Puttur and Mangalore in Karnataka. He obtained M. Sc. in Microbiology from University of Mysore following which he joined CFTRI in Mysore as a Research Fellow. Driven by curiosity to learn new technologies, he soon quit his stable job to join the brewing industry and worked as a distiller. He helped set up numerous distilleries in Karnataka, Kerala and Goa among other places. He quickly became well known for his technical acumen and built a thriving career.

With his deep expertise in fermentation, he had

set up Triton Chemicals in Mysore to make enzymes for the food processing industry. Triton was one of the pioneers of enzymes in fruit juice processing and brewing in India. He saw the rise of poultry and dairy sectors in India and started Kaypeeyes Biotech in 1993. At Kaypeeyes, he developed several first of a kind products in the Indian market such as Beetzyme and Lactozyme and later also developed high performance probiotics. Mr Bhat has long been known in the industry for his uncompromising standards, often educating farmers about poor quality products flooding the market. As a long time customer rightly describes him as a scientist first and a businessman later. Over the past year, he had taken a step back from active work by handing over to his son Dr Prajwal Bhat as the Managing Director.

Apart from his professional success, he was also well known in Mysore for his social work through Rotary Club. He served as the President of Mysore Rotary Brindavan and also as Founder Chairman of Rotary Brindavan School. He leaves behind his wife Sumathi, sons Prajwal and Sagar, daughters-in-law and a grand daughter.

## His son Dr Prajwal Bhat assumes duties as MD to Kaypeeyes Biotech



**Dr Prajwal Bhat, Managing Director, Kaypeeyes Biotech**

Dr Prajwal Bhat, elder son of Krishna Bhat Kadappu, has been serving as Director, Business Development at Kaypeeyes Biotech. Dr Prajwal will now assume duties as the Managing Director.

Dr Prajwal Bhat has a Ph.D in Computational Biology from the University of London, UK. He has over 18 years of experience in both technical and commercial roles across many sectors. He has worked

in commercial roles in Metaome Informatics (bioinformatics company) and Achira Labs (medical devices). Prior to this, he had a strong research career where he published in high impact journals such as Nature Methods and Genome Biology.

Going forward, Kaypeeyes will continue its commitment to new innovations and high quality products, said Dr Prajwal Bhat talking to Poultry Fortune Editor.

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## Nanovet Nutrition & Andres Pinaluba S.A. host “Gut Health Forum 2026” in Hyderabad



*Sanjeev Khanna, Managing Director, Nanovet Nutrition Pvt Ltd*

**Hyderabad:** Nanovet Nutrition Pvt Ltd, India and Andres Pinaluba S.A. (APSA), Spain, organized its first technical seminar titled “Gut Health Forum 2026” at Hotel Avasa, Hyderabad, on March 16, 2026. The event was conducted in collaboration with the Poultry Federation of India and VIV Select India.

The forum served as a knowledge-sharing platform, integrating scientific expertise, industry experience, and collaborative discussions on one of the most critical aspects of poultry production — gut health. Optimal gut health remains

fundamental to enhancing bird performance, disease resistance, feed efficiency, and overall sustainability in modern poultry systems.

The seminar commenced with the traditional lamp lighting ceremony, followed by the welcome address delivered by Mr Sanjeev Khanna, Managing Director, Nanovet Nutrition Pvt Ltd, who emphasized



*Dr H. B. Nataraja, Managing Director, Higain Feeds & Farms Pvt Ltd*

the organization’s commitment to advancing poultry health through innovation, technical excellence, and industry-oriented solutions.

The keynote address



*Dr Jyoti Kumar Mainali, Area Manager – Asia, APSA*

was delivered by Dr H. B. Nataraja, Managing Director, Higain Feeds & Farms Pvt Ltd. His presentation on “Gut to immunity in Poultry – Strategies for health & performance” provided valuable scientific insights and practical strategies aimed at enhancing flock performance, strengthening gut health, immunity, and improving farm profitability.

Following this, Dr Jyoti Kumar Mainali, Area Manager – Asia, APSA, presented the corporate overview of Andres Pinaluba S.A., highlighting



*Dr Karthiga, Product Manager, Nanovet Nutrition Pvt Ltd*

its strong research and development capabilities and introducing its EP Grade (European Pharmacopoeia) product, Apsagut Forte Plus, developed in Europe to support advanced gut health management.

Dr Karthiga, Product Manager, Nanovet Nutrition Pvt Ltd, presented the corporate profile of Nanovet Nutrition, highlighting the company’s vision, mission, and commitment to delivering innovative nutritional solutions. The presentation emphasized Nanovet’s approach of identifying critical gaps in field conditions through scientific evaluation and translating them into practical, effective, and performance-driven solutions for poultry industry.

The seminar concluded with the vote of thanks by Dr Rajender B, Techno-Commercial Manager, Nanovet Nutrition.

The event witnessed active participation from key stakeholders, including representatives from the VIV Select India, poultry consultants, veterinarians, and poultry producers. The interactive sessions were



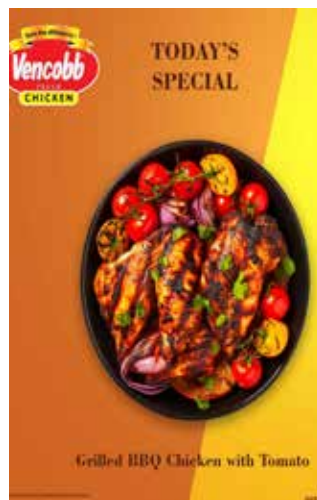
*A view of participants in the Gut Health Forum 2026 held at Hyderabad on 16 March 2026*

well appreciated for their technical depth, practical relevance, and industry-focused discussions.

The forum served as a strong platform for brand engagement and knowledge exchange for both Nanovet Nutrition and Andres Pinaluba S.A., while also opening new avenues for collaboration and business opportunities across the regions poultry sector.

Nanovet Nutrition and Andres Pinaluba S.A. express their sincere gratitude to the participating farm owners, veterinary consultants, and industry professionals for their valuable presence and continued support in advancing science-based, innovative poultry solutions.

Following the successful Hyderabad forum conducted in collaboration with Andres Pinaluba S.A. (APSA), Nanovet Nutrition Pvt Ltd also organized Gut Health Forum 2026 in Kolkata, further extending the initiative to engage with a wider poultry audience across regions.



## Tinca Bio, Strowin Group wants to serve feed mills, farmers in Asia

**Hyderabad:** Dr Zongjia (Jack) Cheng, Director of International Marketing, Tinca Bio, Strowin Group, P.R. China, said that Tinca Bio is working to establish its business operations in potential countries for poultry production in Asia like India, Pakistan, Nepal, Sri Lanka and Bangladesh. I think South Asia market prefers cheap prices, and Tinca Bio maintain quality in its products and the prices are reasonable, people in this region are accepting our products well now, he stated.

Head Quartered in Nanchang City, Jiangxi Province, China, Tinca Bio is producing essential Oil, Potassium, Diformate 95%, Tributyrin 60%, Sodium Butyrate 30%, Taggenesis for animal health and nutrition. According to Dr Jack, the company is supplying its products to 20 countries in Asia, South America and a part of Africa.

Mr Xiao Xiping is the President of Tinca Bio and he established the company some 20 years ago. The company is exporting five products with an annual export turn over of USD 9 million. In domestic market in China, it has achieved a turn over of USD 30 million annually. It has plans to expand its exports to more countries.

Dr Zongjia (Jack) Cheng is with Tinca Bio since 2023 looking after international market. He did his



Dr Zongjia (Jack) Cheng

Bachelor's degree on Animal Science in China, M.S. on Animal Nutrition and Ph.D on Feed Science (technology) in USA. Dr Jack would like to serve feed mills and farmers all over, and provide new technology as well as solve their technical problems.

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## MPEDA Chairman D.V. Swamy visits Salem Microbes

**Salem, Tamil Nadu:** Mr D. V. Swamy, IAS, Chairman, The Marine Products Export Development Authority (MPEDA), along with his team of senior officials visited the R&D and Production facilities of Salem Microbes Private Limited, located in Salem, Tamil Nadu state, India.

The Chairman was welcomed and hosted by Dr D. Ramesh Kumar, CEO and Dr D. Vijayanand, Director, Salem Microbes and elaborated about their activities in both Poultry and Aquaculture sectors with more focus on Bacteriophages and their role in Food Safety

and as the best solution for solving ANTIBIOTIC RESISTANT infections in food animals especially in Poultry and Shrimps.

He and his team appreciated the tremendous and exhaustive work on targeted microbial solutions and its impact on the quality and sustainability of Indian shrimp produce.

MPEDA Chairman was also updated on the latest developments in Probiotics in both Poultry and

Aquaculture and their role in enhancing the quality of the produce which are no way less than that produced in developed countries.

The Chairman also interacted with the scientists and the staff members of the factory and appreciated them.

His visit and appreciation is a great recognition and moral boost for our team to move forward and has reinforced our commitment to driving innovation that strengthens India's position in the global export market, said Salem Microbes.



*Salem Microbes MD Dr Ramesh Kumar explaining a point to MPEDA Chairman D.V. Swamy*



*Dr Ramesh Kumar and Dr Vijayanand with MPEDA Chairman D.V. Swamy*



*A view of Salem Microbes team with MPEDA Chairman D.V. Swamy*

## PFI invites Punjab poultry farmers to participate in VIV Select India 2026



*PFI President Ranpal Dhanda with Punjab farmers recently*

**New Delhi:** Poultry Federation of India team visited farmers of Rajpura, Punjab and invited them to participate in VIV Select India 2026 scheduled to be held on 22 to 24 April 2026 at Yashobhoomi Convention Centre, Dwarka, New Delhi.

PFI President Ranpal Dhanda along with his team including Executive Member Darshan Singh Sohi is currently on a tour of Punjab to meet farmers associated with poultry sector of Punjab and to provide them information about VIV Select India exhibition. The also met Mr Rishi Pal, President, Progressive Poultry Farmers Association and Punjab Agri Association President Surendra Salaria, Vice President Rakesh Manhas.

He explained that the exhibition will serve as a hub for providing latest information for industries such as poultry, dairy, fisheries, and animal feed. Industry leaders, researchers, and policymakers will participate and provide information on developments and new

technologies to farmers involved in these industries, informed a note from PFI.

They stated that to promote Punjab's poultry industry, more farmers need to join this international platform. Participating in such high-level events not only provides farmers with new information about the sector, but also furnish them with information on preventing diseases in poultry farms, new feeding techniques, and new avenues for exporting the products.

Vasu Agarwal, Rishabh Sampurna Group, Omkar Mahajan, Anuj Mahajan, Naresh Manhas, Vikas Chopra, Rinku King Hatchery, Sandeep Mahajan, Amit Saini, Varinder Salaria, Sumeet Mahajan, Ricky Saini and others were present on the occasion.



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# Halt in exports: Egg prices come down to 3.5 apiece

Eggs sent for UAE on Feb 28 stranded at sea due to West Asia war



The eggs in stranded containers are estimated to be worth nearly 16.8 crore

AMID the ongoing West Asia war, around 3.5 crore eggs exported from Namakkal to the United Arab Emirates (UAE) are stranded at sea, and the disruption of exports has destabilised the market and forced poultry farmers to sell eggs far below the official price.

Exporters said about 70 containers, each carrying nearly five lakh eggs, were shipped on February 28. However, the ship has not reached the destination and remains anchored at sea.

At an estimated value of 4.80 per egg, the stranded consignment is worth nearly 16.8 crore.

The halt in exports has sharply affected the poultry industry in Namakkal, one of the country's largest egg-producing hubs. The region produces around six crore eggs daily, of which 75 lakh to one crore eggs are usually exported, mainly to the UAE and other Gulf

countries depending on demand.

With exports coming to a standstill and no fresh orders from western markets, eggs are piling up in farms and warehouses. Farmers say they are now forced to sell eggs for as low as ₹3.50 apiece, well below the ₹4.30 apiece rate fixed by the National Egg Coordination Committee (NECC) Namakkal.

Jahan R, secretary of the Egg and Poultry Products Exporters Association, said the farm gate price has fallen by about 50 paise in the past week due to uncertainty in international markets. "The production cost of an egg is around ₹5, including feed and other expenses. Farmers are now selling eggs at around ₹3.50, resulting in a loss of 1.50 per egg," he said.

With the region producing about seven crore eggs daily, poultry sector could be facing losses of around

10.5 crore every day, he added.

Exporters say they are in discussions with shipping companies to explore alternative routes to reach the UAE. However, shipping lines are reluctant to take the risk, they added.

"If the stranded eggs are brought back to the domestic market, they may have to be sold at 50-70% lower than the market price, as export consignments are packed with printed production and expiry dates and transported through a cold-chain system. There are also no new markets that can take the surplus, while existing markets continue to import only their usual volumes. Orders from some African countries have also slowed during the Ramadan season," Jahan said.

The situation is expected to worsen further with school holidays approaching, as eggs supplied for the

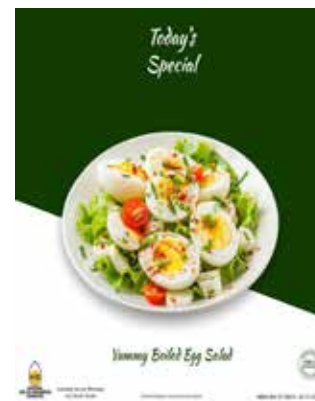
noon meal scheme will temporarily stop.

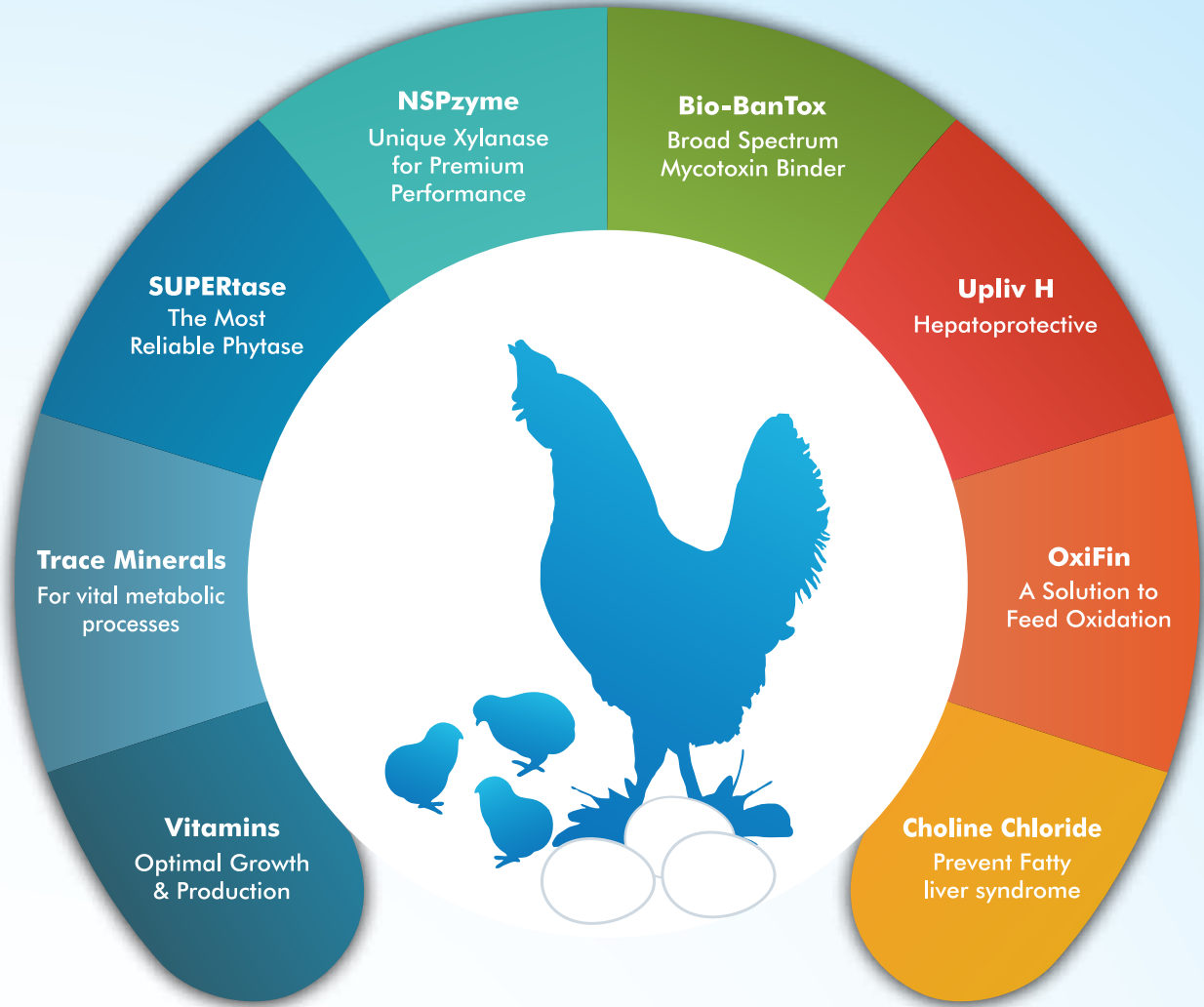
Saravana Kumar NK, a poultry farmer in Namakkal said eggs have a maximum shelf life of about 15 days in open conditions, and during summer it may reduce to around 10 days. "When exports stop and eggs pile up, farmers are forced to sell at very low prices to avoid spoilage," he said.

He added that egg prices generally decline during summer, but the sharp fall this year has been unexpected.

VS Balasubramaniam, assistant general manager of the National Egg Coordination Committee (NECC), Namakkal zone, said egg exports have almost come to a halt.

"Earlier, an average of 50 lakh eggs were exported daily, but now exports have dropped to around five lakh eggs a day," he said.





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## Hy-Line introduces Nova-Tech's latest hatchling support technology to support its parent stock customers in India

New hatchery technology strengthens chick quality, welfare, and consistency from the start

Atlanta, USA – January 28, 2026 – At the International Production & Processing Expo (IPPE) 2026 in Atlanta, Hy-Line International announced the signing of a new contract for advanced hatchery technology to its operations in India, Hy-Line Layers Private Ltd. (Hy-Line India). The agreement was signed by Jonathan Cade, President of Hy-Line International and Mr Landon Fries, President of Nova-Tech Engineering, LLC, for the supply of Nova-Tech's latest Hatchling Support System.

**The technology will be implemented to support Hy-Line parent stock customers in**



*Hy-Line Introduces Nova-Tech latest Hatchling Technology*

**India.** The Hatchling Support System features advanced infrared beak treatment (IRBT) technology and an automated injection system designed to deliver precise and consistent early-life care. This investment underscores Hy-Line's

ongoing commitment to innovation in poultry breeding and hatchery management.

By integrating advanced, hatchery-based solutions at the parent stock level, Hy-Line aims to support its customers such as Srinivasa Farms by providing breeding stock without the headache of beak trimming and early vaccination. Furthermore, the system is more welfare friendly and less stressful for the chicks.

Infrared beak treatment leaves no open wounds, significantly reducing the risk of infection, disease and mortality associated with bird-on-bird aggression. Automated injection ensures accurate and uniform delivery of early-life treatments, supporting

improved chick quality and consistency from the start.

In addition, performing these procedures at the hatchery enhances overall biosecurity by eliminating the need for routine on-farm trimming and reducing the movement of personnel and equipment between farms.

**“This investment reflects our focus on supporting our customers with practical, science-based hatchery solutions,”** said Jonathan Cade, President of Hy-Line International. **“By working closely with our customer, Srinivasa Farm and supplier Nova-Tech Engineering, we are pushing forward with proven initiatives that will strengthen the supply of high-quality day-old parent breeding chicks”.**

### About Hy-Line International

Hy-Line International is the world's oldest layer genetics company and a global leader in the development of high-performing laying hens. Founded in 1936 and headquartered in Dallas Center, Iowa, USA, Hy-Line is committed to scientific excellence, innovation, and supporting egg producers worldwide with robust, efficient, and sustainable layer genetics.



*Hy-Line Introduces Nova-Tech latest Hatchling Technology*



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## Kesrawan regulation opens a new era for cage-free egg production



*The policy lets producers go cage-free without banning battery cages right away.*

Indonesia has taken a significant step toward improving animal welfare with the issuance of Minister of Agriculture Regulation No. 32 of 2025 on Animal Welfare (Kesrawan). The regulation provides a legal foundation for ensuring that livestock management practices align with welfare principles and support systems such as cage-free egg production.

“The rising demand for food requires livestock systems that prioritize efficiency and ethical treatment,” said I Ketut Wiratha, Director of Veterinary Public Health at the Ministry of Agriculture. “Animal welfare is not just a moral issue; it is essential for the quality and sustainability of our livestock sector.” He emphasized that Kesrawan also aligns Indonesia with global commitments under the One Health framework

and the Sustainable Development Goals (SDGs).

“People are now more critical about how animals are raised and slaughtered. Continuous education and monitoring are essential to encourage shifts toward more welfare-conscious practices.”

“Our goal is to establish a structured certification system that can create market opportunities and enhance competitiveness for Indonesian livestock products, especially cage-free eggs, both domestically and internationally,” Mr Wiratha said.

Septa Walyani, Head of the Animal Welfare Task Force at the Directorate of Veterinary Public Health, explained, “Studies show that cage-free housing reduces stress and disease risk, enabling reduced antibiotic use and contributing to global AMR

prevention.”

The European Food Safety Authority (EFSA) reported that cage-free farms have significantly lower Salmonella contamination levels, based on data from 5,000 farms across 24 countries.

Sandi Dwiyanto, Sustainable Poultry Program Manager at Lever Foundation, said, “This regulation endorses that animal welfare is increasingly integrated with market demands and global corporate commitments.”

A July 2025 survey by Lever Foundation and GMO Research found that 72% of respondents believe hotels, restaurants, supermarkets, and packaged food companies should only use cage-free eggs. About 71% are willing to pay 10–40% more for cage-free eggs, and 72% would pay extra for menu items containing

cage-free eggs.

Several international and local companies operating in Indonesia have already committed to cage-free eggs, including KFC, Burger King, Nestle, Hyatt, Marriott, The Peninsula Hotels, Aman Group, Swiss-Belhotel International, Superindo, Ismaya, Bali Buddha, and Jiwa Jawi.

Mr Dwiyanto confirmed to *Poultry & Meat Asia* that this policy does not mandate the immediate elimination of battery cages, but it provides legal certainty and legitimacy for producers who want to transition to cage-free systems.

### Challenge and opportunity

Mr Dwiyanto acknowledged that the transition presents challenges, particularly for small and medium-scale farmers. “In the short term, production costs may increase,” he explained. “However, in the medium to long term, cage-free systems can reduce health-related costs, lower mortality rates, and improve birds’ resilience to stress and disease.”

He explained that industry readiness is increasingly driven by demand rather than regulation. “Over the past five years, we’ve seen steady growth in cage-free farms in Indonesia, including at the commercial scale,” he noted. “This is largely because buyers are asking for cage-free eggs. The regulation strengthens trust across the supply chain.”

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## VETLINE Welcomes Dr Amit Kumar Patra as General Manager – Sales & Marketing

VETLINE, a division of Simfa Labs Pvt. Ltd., appointed Dr Amit Kumar Patra as General Manager – Sales & Marketing, based at Indore, Madhya Pradesh.

Dr Amit Kumar Patra holds M.V.Sc. in Animal Nutrition from West Bengal University of Animal & Fishery Sciences, Kolkata, and has also completed Post Graduate Diploma in Marketing Management (PGDMM). With over two decades of extensive experience in Poultry and Dairy industries, he brings a strong blend of technical expertise and strategic marketing acumen to the organization.

Throughout his professional journey, **Dr Amit** has demonstrated proactive leadership in Sales & Marketing initiatives, market expansion, customer relationship management, and strategic planning. His comprehensive industry exposure and solution-oriented approach make him a versatile and well-rounded professional. This strategic appointment marks an important milestone in VETLINE's ongoing commitment to sustainable growth and market leadership.

VETLINE is recognized as one of India's pioneering Animal Health & Nutrition groups, with a growing presence across multiple international markets.



Dr Amit Patra

The company operates a state-of-the-art manufacturing facility adhering to international quality standards, including FAMI-QS, GMP and ISO certifications. With a strong focus on innovation, quality, and customer-centric solutions, VETLINE continues to deliver high-performance products that support farmers and industry partners in achieving optimal results.

**Expressing his confidence, Mr S. S. Bhatia, Executive Director, stated:**

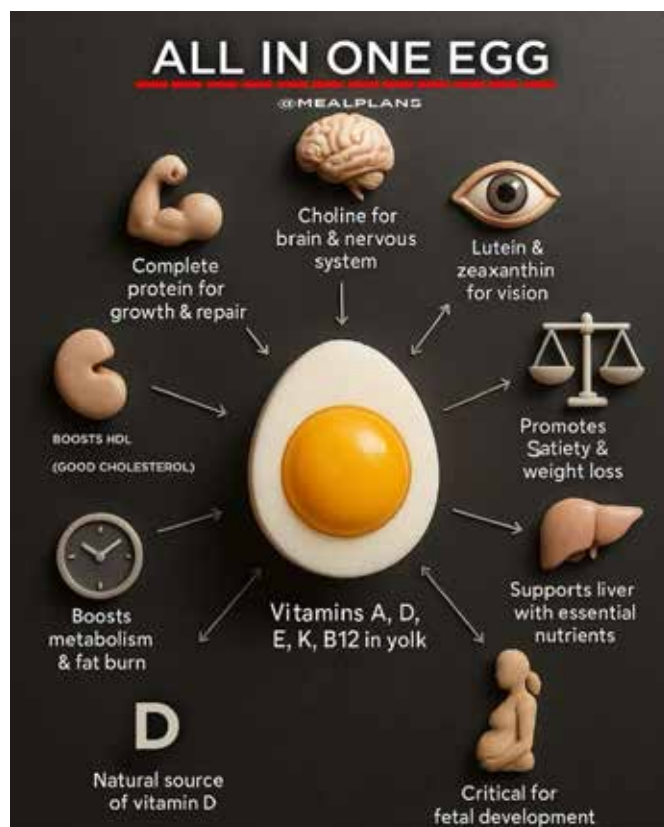
*"Under the leadership of Dr Amit, VETLINE is well-positioned to further strengthen and consolidate its presence as a market leader in Animal Health & Nutrition. I am confident that his extensive industry experience, combined with our commitment to quality and innovation, will create significant value for both the organization and the industry at large."*

**Sharing his enthusiasm, Dr Amit Kumar Patra said:**

*"I am delighted to join*

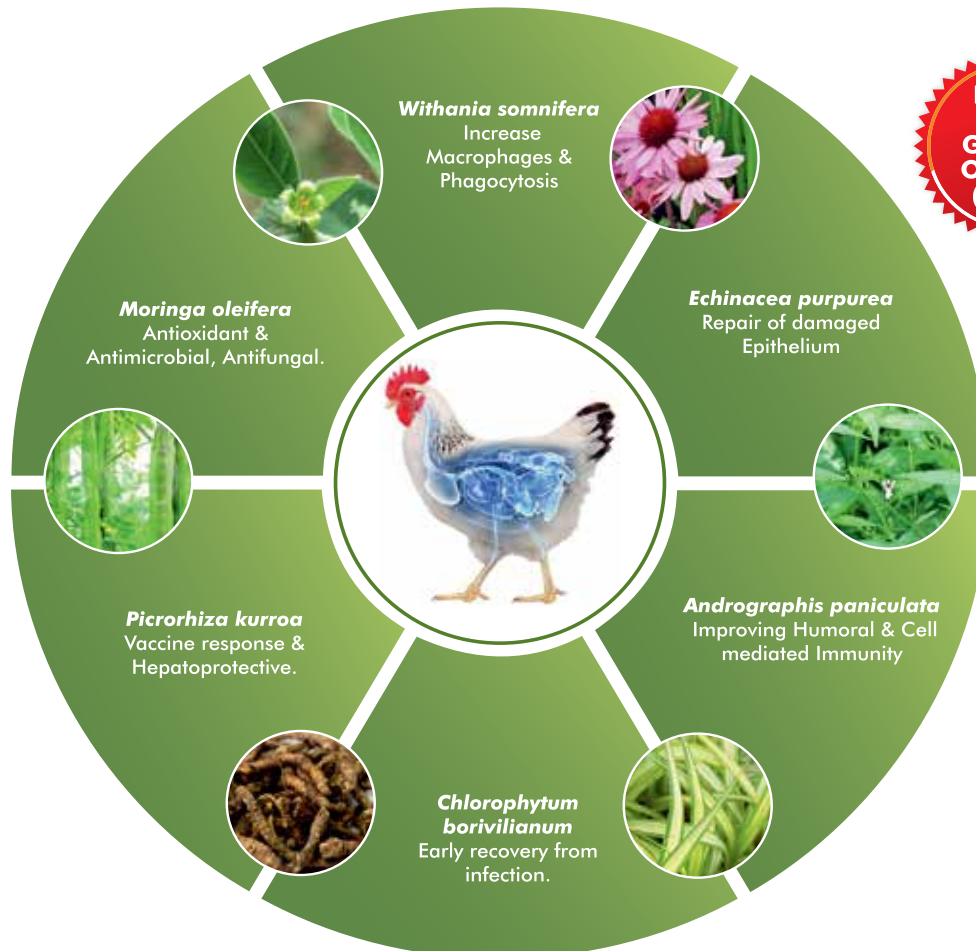
*VETLINE and look forward to working closely with our talented team and valued partners. Together, we will focus on delivering*

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### Mr. Teja Sujith

(Sales Director Valvin Nutraceuticals Pvt Ltd)

+91 9985175726

tejasujith@valvin.co.in



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Sy. No. 21/4, Kempalingapura, Devanahalli, Bengaluru, Karnataka, India, Pin-562110.

# Breaking Antimicrobial Resistance with Neotle's Neogut: Novel Biopolymer

## Abstract

Antimicrobial resistance (AMR) has become a major global challenge in both human and veterinary medicine. The frequent and excessive use of antibiotics in livestock production has contributed to the development of resistant bacteria and raised concerns about antibiotic residues in food products such as meat and eggs. As a result, consumers and regulatory authorities are increasingly demanding antibiotic-free and sustainable animal production systems.

Naturally sourced novel biopolymers have recently gained attention as promising antimicrobial alternatives due to their biodegradability, biocompatibility, multifunctional antimicrobial mechanisms, and low probability of resistance development. **NeoGut is formulated using a novel naturally sourced biopolymer the second most abundant biopolymer on Earth after cellulose**—to support complete gut health and manage antimicrobial resistance through a unique dual-action mechanism targeting bacterial cell walls and DNA.

Unlike conventional antibiotic growth promoter (AGP) alternatives that function through a single pathway, **NeoGut works through a multi-target antimicrobial strategy, making resistance development highly unlikely while ensuring no antibiotic residues remain in meat and egg products.** This article examines the antimicrobial mechanisms of biopolymers, their role in reducing resistance development, their applications in veterinary systems,

and the significance of NeoGut as a sustainable solution for antibiotic-free animal production.

## 1. Introduction

Modern consumers are increasingly aware of the risks associated with antibiotic residues in food products. As a result, the demand for antibiotic-free meat and eggs has grown significantly across global markets. This has placed considerable pressure on the livestock industry to adopt alternative strategies that can maintain animal health and productivity while reducing dependence on conventional antibiotics.

These challenges highlight the growing need for reliable and standalone solutions capable of effectively managing antimicrobial resistance (AMR) without compromising animal performance. Consequently, research has increasingly focused on alternative antimicrobial strategies derived from natural sources. Among these, biopolymers have emerged as promising candidates due to their biological compatibility, environmental safety, and multifunctional antimicrobial mechanisms, making them suitable for supporting sustainable and antibiotic-free livestock production.

## 2. Biopolymers: Natural Antimicrobial Materials

Biopolymers are naturally occurring macromolecules derived from biological sources. Among them, polysaccharide-based biopolymers composed of repeating polyglucosamine units are widely studied for their natural antimicrobial

properties.

Notably, the biopolymer present in NeoGut belongs to a class of naturally occurring polymers that are the second most abundant biopolymer on Earth after cellulose. Their abundance in nature and biological compatibility make them attractive for safe applications in animal nutrition and health.

## Key characteristics of these biopolymers include:

- High biodegradability
- Excellent biocompatibility
- Strong interaction with microbial membranes
- Ability to modulate gut microbiota
- Immunomodulatory properties

## 3. Mechanisms of Antimicrobial Activity

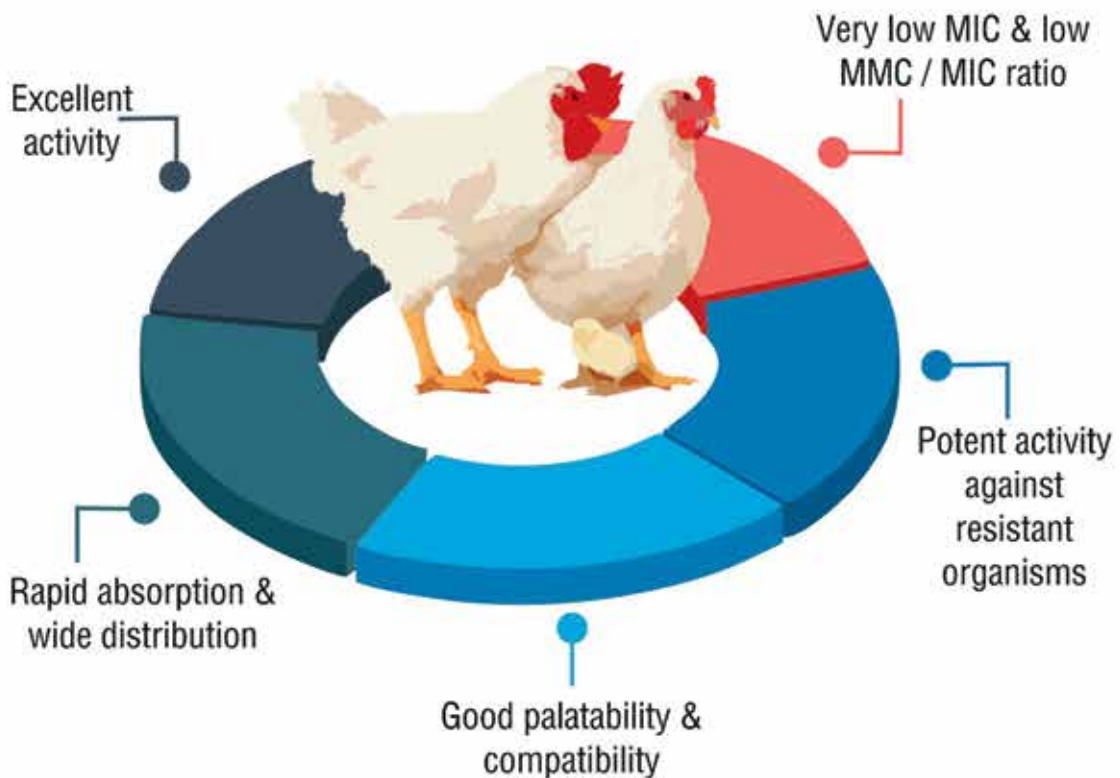
A key advantage of biopolymers present in NeoGut is their ability to exert antimicrobial activity through multiple mechanisms simultaneously. This differs significantly from conventional antibiotics that typically act on a single biochemical pathway.

### 3.1 Cell Wall and Membrane Disruption

Biopolymers possess positively charged functional groups that interact with negatively charged microbial cell walls. This electrostatic interaction disrupts membrane integrity, increasing permeability and causing leakage of intracellular components.

This mechanism represents the first antimicrobial barrier that weakens microbial cells.

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### 3.2 Intracellular Metabolic Interference

Following initial membrane disruption, lower molecular weight biopolymer fractions can penetrate the microbial cell and interact with intracellular targets. These interactions interfere with critical cellular processes including:

- DNA replication and transcription
- Enzymatic activity essential for cellular metabolism
- Key metabolic pathways required for bacterial growth and survival

By disrupting these fundamental biological processes, the biopolymer inhibits bacterial proliferation and ultimately leads to the suppression of microbial growth.

### 3.3 Biofilm Inhibition

Biofilms are protective microbial communities that significantly contribute to antimicrobial resistance. Biopolymers have demonstrated the ability to

- prevent bacterial adhesion
- disrupt established biofilms
- reduce microbial persistence in the gut environment.

### 3.4 Quorum Sensing Interference

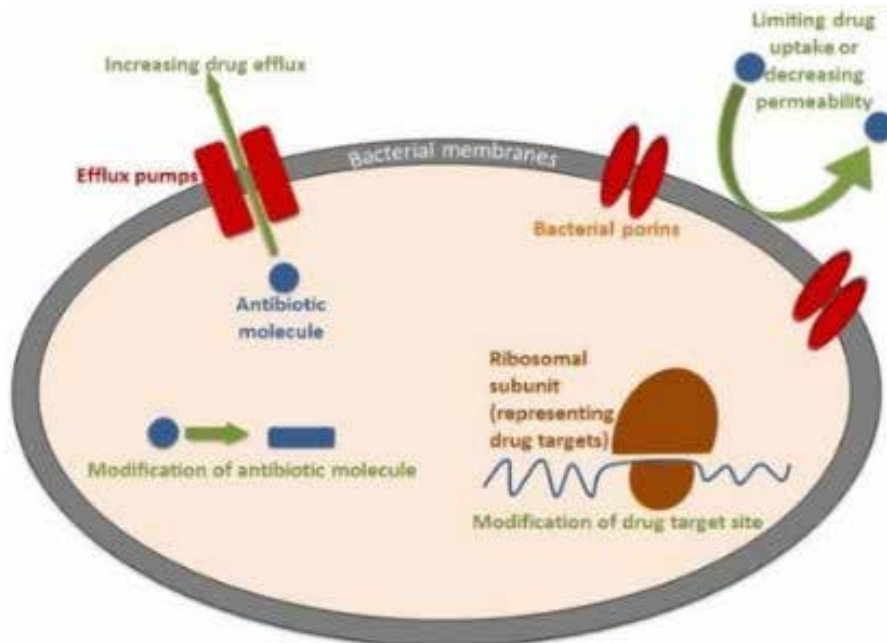
Biopolymer present in NeoGut may also disrupt bacterial communication systems known as quorum sensing, which regulate virulence and biofilm formation.

The simultaneous disruption of multiple microbial processes significantly enhances antimicrobial effectiveness.

### 4. Multi-Target Mechanism and Low Probability of Resistance

A major limitation of conventional antibiotics is that they target single molecular pathways such as protein synthesis or cell wall formation. Because the target is specific, bacteria can develop resistance through

- target site mutation



*Mechanisms of Action: Antimicrobial Defense Strategies*

- enzyme production
- efflux pump activation.

### 5. Immunomodulatory and Gut Health Benefits

In addition to direct antimicrobial effects, biopolymer contribute to improved host defense mechanisms.

They can:

- stimulate macrophage activation
- enhance cytokine signaling
- improve mucosal immunity.

This immunomodulatory activity strengthens the animal's natural defense systems and reduces pathogen colonization pressure without creating selective pressure for resistant strains.

Furthermore, biopolymers help maintain a healthy gut microbiota balance by promoting beneficial microbial populations while suppressing pathogenic bacteria. Improved gut microbiota leads to better nutrient absorption, improved intestinal health, and enhanced overall performance in livestock.

Additionally, Biopolymer present in NeoGut supports

- biofilm disruption

- beneficial microbiota balance
- enhanced immune response
- improved gut health.

### 6. Addressing Antibiotic Residue Concerns in Meat and Eggs

One of the major concerns associated with antibiotic use in animal production is the presence of drug residues in animal-derived food products. These residues can pose health risks to consumers and contribute to antimicrobial resistance.

Biopolymer in NEOGUT provide a significant advantage in this context. Being naturally sourced macromolecules, they are:

- biodegradable
- metabolically compatible
- non-antibiotic in nature.

As a result, they do not accumulate as pharmacological residues in meat or eggs, making them highly suitable for antibiotic-free livestock production systems.

The use of natural biopolymer-based solutions therefore aligns with modern food safety expectations and consumer demand for residue-free animal products.

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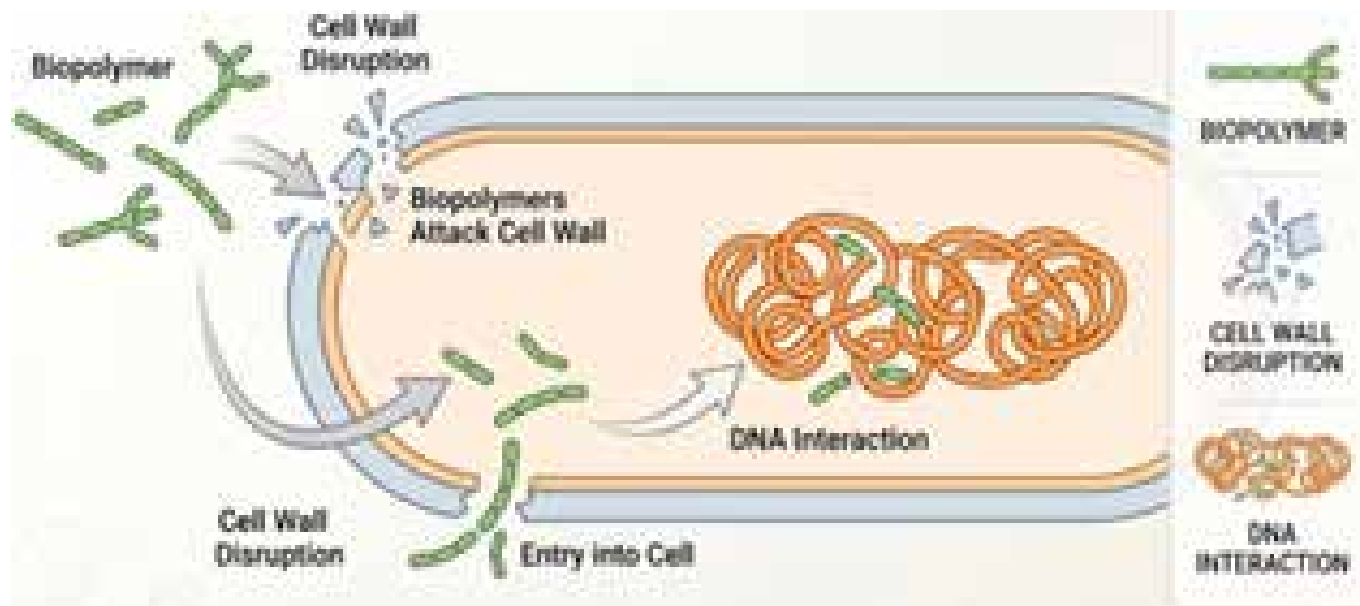
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*NeoGut: Bidirectional Antibacterial Activity*

### NeoGut: A Novel Biopolymer-Based Solution

NeoGut represents a new generation complete gut health program designed to support antimicrobial resistance management in livestock production.

The formulation utilizes a novel naturally sourced biopolymer with a dual-action antimicrobial mechanism.

Unlike conventional AGP alternatives that operate through a single mechanism, NeoGut employs a multi-target antimicrobial approach.

#### Dual Action Mechanism

##### 1. Bacterial Cell Wall Targeting

The positively charged biopolymer interacts with negatively charged bacterial membranes, disrupting membrane integrity and increasing permeability.

##### 2. DNA and Metabolic Interference

Following membrane destabilization, the biopolymer interferes with bacterial DNA replication and key metabolic pathways, preventing bacterial proliferation.

This dual mechanism—cell wall disruption followed by intracellular interference—creates multiple antimicrobial stresses, making it

extremely difficult for bacteria to adapt or develop resistance

### NeoGut the Future of Antibiotic-Free Animal Production

As consumer awareness grows regarding antibiotic residues in food products, the demand for antibiotic free meat and eggs will continue to increase. The livestock industry therefore requires innovative solutions that maintain productivity while ensuring food safety and sustainability.

NeoGut addresses these requirements by combining:

- a naturally derived biopolymer
- multi-target antimicrobial mechanisms
- no residue risk in animal products
- low probability of resistance development

### Conclusion

The growing threat of antimicrobial resistance demands innovative, sustainable strategies that go beyond conventional antibiotic approaches in animal production. NeoGut represents a new generation solution built on the power of naturally derived biopolymers. By utilizing the second most abundant

biopolymer after cellulose, NeoGut delivers a unique multi-target antimicrobial action that disrupts bacterial cell walls and interferes with intracellular processes such as DNA replication and metabolic activity. This dual-mode mechanism significantly reduces the possibility of microbial adaptation and resistance development.

Importantly, the biopolymer present in NeoGut ensures no pharmacological residues in meat and eggs, aligning with global demands for safer, antibiotic-free animal products. With its versatile applications in poultry health and nutrition, NeoGut stands as the first-of-its-kind biopolymer-based strategy designed to combat antimicrobial resistance while supporting sustainable and responsible animal production systems.



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For Trade Enquiries:

[mani@neotle.com](mailto:mani@neotle.com)

For Technical Enquiries:

[chandramohan@neotle.com](mailto:chandramohan@neotle.com)

For Hiring Enquiries [hr@neotle.com](mailto:hr@neotle.com)

# Precision Mineral Nutrition: Elevating Poultry Health with Hydroxy Trace Minerals

By: Dr Maloshrie Bora, Program Manager (Trace Minerals), Trouw Nutrition South Asia

Trace minerals such as zinc, copper, and manganese are fundamental to poultry health, acting as cofactors in vital biochemical pathways: skeletal development, immune defenses, antioxidative systems, enzyme functions, feathering, and reproductive performance. Yet, the typical composition of feed ingredients often falls short of modern poultry standards. That's why precision mineral nutrition—providing the right mineral at the right time and in the right form—is essential to support optimal broiler growth, eggshell integrity in layers, and fertility in breeders.

While inorganic sources like sulfates and oxides have been staples for decades, they suffer from low bioavailability and reactivity. These soluble compounds can prematurely release minerals, which then form insoluble complexes with phytate or binding agents in the gut, diminishing absorption and even degrading vitamins or enzymes in the premix. This not only reduces feed efficiency but also increases mineral excretion, raising environmental concerns. Organic (chelate) minerals improved this situation, but often at a premium cost and with variable potency. Enter the next generation: hydroxy trace minerals. Hydroxy trace minerals, like copper, zinc, and manganese hydroxychloride, represent the latest leap in mineral nutrition. Their crystalline, covalent structure is non-hygroscopic and non-reactive in feed and the upper gut.

This structure allows slow, controlled release of minerals at the ideal intestinal absorption site, significantly improving bioavailability. They resist premature dissolution, ensuring minerals are released more slowly and absorbed where it matters most.

Research across poultry sectors consistently shows that hydroxy trace minerals outperform inorganic sources. Broilers fed hydroxy copper and zinc achieved 7–8% heavier carcasses and a noticeable boost in breast meat yield. In independent trials, hydroxy-supplemented flocks maintained or improved feed conversion ratios while using lower inclusion levels than sulfate-based diets. Moreover, in antibiotic-free or necrotic enteritis challenge models, hydroxy minerals reduced pathogen load and mortality, performing on par with ionophores. Layers also benefit: eggshell quality improves, feed remains stable longer (less oxidation), and FCR gains are consistent when inorganic Cu, Zn, Mn are replaced with hydroxy versions. Breeder flocks, too, see enhanced fertility and hatchability under precision hydroxy mineral regimes. Beyond performance, hydroxy trace minerals contribute to gut integrity and immune defense. Broilers on hydroxy mineral diets exhibited reduced cecal enterobacteria and maintained tight junction integrity, translating into healthier birds and better carcass quality.

**Discover IntelliBond®: Precision You Can Trust**

Among hydroxy trace mineral solutions, Trouw Nutrition's IntelliBond® stands out as a premium, thoroughly validated choice. Designed to optimize delivery of copper, zinc, and manganese, IntelliBond features:

- **High bioavailability and potency:** thanks to stable, covalent crystalline bonds that release minerals at the optimal intestinal site
- **Enhanced feed stability and nutrient preservation:** safeguarding enzymes like phytase and vitamins from degradation in premixes
- **Improved bird performance and economics:** with independent studies showing better feed conversion, heavier carcasses, superior egg output, and healthier flocks under stress.
- **Environmental sustainability:** with reduced inclusion rates and lower mineral excretion promoting cleaner production.
- **Unmatched versatility across poultry species and life stages:** including broilers, layers, and breeders—even under challenging conditions like heat stress or compromised hygiene. This adaptability has been validated across multiple trials and production environments.

**Proven Performance Across Poultry Types**

A Spanish study comparing hydroxy

vs. sulfate-fed broilers at nutritional levels found that those receiving hydroxy minerals (IntelliBond C and Z) achieved 7.4% higher live weights, 7.7% heavier carcasses, and 16.1% breast meat yield, versus 15.3% in the sulfate group. Another Trouw Nutrition joint trial with the University of New England demonstrated improved bone integrity (tibia breaking strength) and breast meat zinc content in broilers fed 100 ppm IntelliBond Zn, with gut integrity maintained. In antibiotic-free commercial conditions, hydroxy copper-chloride combined with organic acids matched or exceeded the performance gains of feed antibiotics while improving egg weight, mass, and feed efficiency in layer hens. These findings highlight the ability of IntelliBonds to deliver consistent productivity gains across broilers, layers, and breeders—even under stress or antibiotic-free regimes. Trouw Nutrition India has been pioneering mineral-precision feeding. “Trouw Talks” events in Karnal and Hyderabad, unveiled IntelliBond’s OptiSize® technology—highlighting uniform, stable crystals that protect premix integrity and animal performance. Trouw Nutrition’s new premix plant near Hyderabad supports local production of trace minerals, vitamins, and specialized premixes—readying India for advanced feed solutions. This investment and local research infrastructure underline Trouw Nutrition’s strong commitment to validating hydroxy mineral efficacy under Indian production conditions.

### Why IntelliBond® Stands Out

Developed over two decades and backed by 200+ global trials, IntelliBond® hydroxy trace minerals ensure predictable delivery and dependable results through:

- Superior bioavailability due to controlled release and crystalline

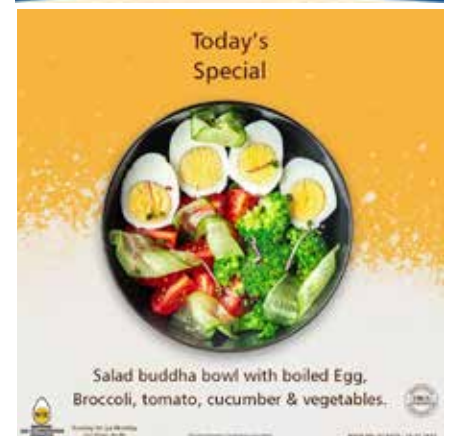
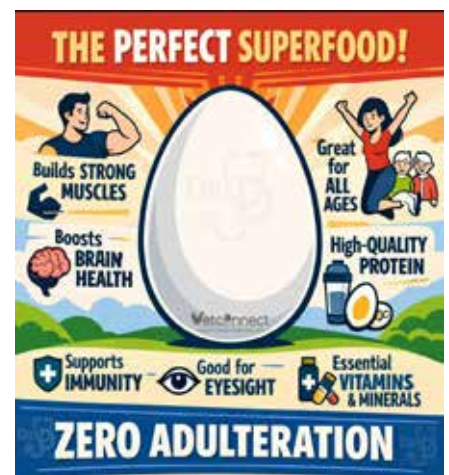
stability

- Enhanced feed stability, maintaining vitamins, enzymes, and reducing oxidation in premixes
- Animal performance gains, improving carcass weight, egg production, feed conversion, and profitability
- Gut health, by reducing pathogenic bacteria and preserving gut barrier integrity in broilers
- Environmental responsibility, lowering mineral excretion while supporting sustainability-focused operations

### Precision Manufacturing and Traceability

Trouw Nutrition’s OptiSize® technology guarantees uniform particle size and non-hygroscopic behavior. Its low reactivity protects feed integrity, while rigorous traceability—from raw material origins to lot distribution—ensures feed safety and compliance.

Modern poultry production demands precision: the right trace mineral, in the right form, at the right level. Hydroxy trace minerals—especially IntelliBond®—deliver on that promise. Scientific evidence and Trouw Nutrition’s local investments prove that these superior minerals enhance productivity, welfare, and sustainability in broilers, layers, and breeders. By choosing IntelliBond®, nutritionists and producers gain a trusted, research-backed solution that fosters better performance, protects investments, and advances poultry industry goals in India and beyond.



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272M4 OOV	Vaccinated	10/10	100	207.9	147	3.6	2.2	2.2
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\*) Number of birds survived per number of challenged birds

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