

Poultry Fortune

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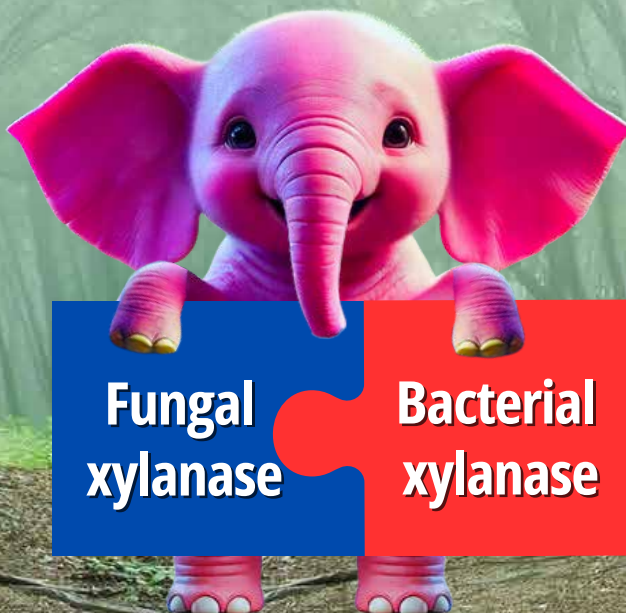
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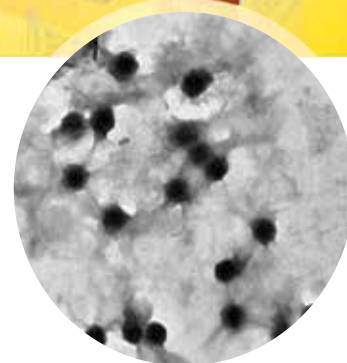
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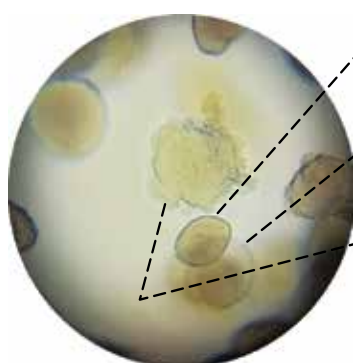
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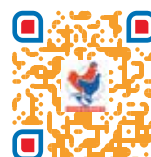
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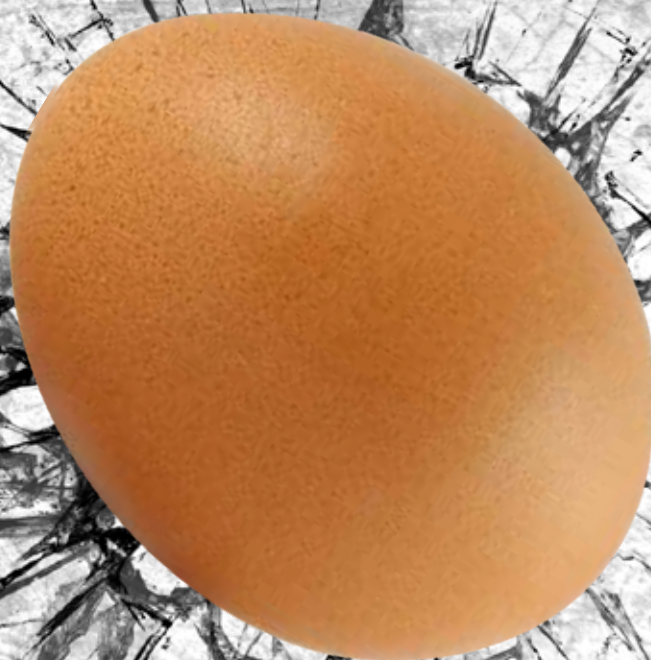
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- Editor



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Alltech Agri-Food Outlook reveals global feed production

The annual survey that serves as the foundation of the Agri-Food Outlook collected data from 142 countries and 28,235 feed mills in 2024

The safety of animal feed is increasingly compromised by a confluence of global challenges, notably mycotoxin contamination. These toxic metabolites produced by molds such as Aspergillus and Fusarium pose significant health risks to livestock and, by extension to humans consuming animal products.



Dear Readers,

The June 2025 issue of Poultry Fortune is in your hands. In the news section you may find news about...

Alltech Agri-Food Outlook revealed

global feed production. The annual survey that serves as the foundation of the Agri-Food Outlook collected data from 142 countries and 28,235 feed mills in 2024. By analyzing compound feed production and prices collected by Alltech's global sales team and in partnership with feed associations and official data collecting organizations, the survey provides a comprehensive snapshot of global feed production. These insights serve as a barometer for the overall livestock industry, highlighting key trends across species, regional challenges and opportunities for growth.

Directorate of Marketing and Inspection clarifies the deadline for selecting contractors for the supply of eggs to be distributed to the beneficiaries in Anganwadi centres in Telangana. This time, the state Women Development and Child Welfare Department has introduced new rules in the tender process. It has been stipulated that Ag Mark certification should be done before two years and only those who are eligible for marking with Ag Mark replica serial number will be given the opportunity.

Vets In Poultry hosted its 2nd National Symposium: Centered around the theme "The Poultry Summit: Innovate, Integrate & Thrive, Vets In Poultry, a network of poultry veterinary professionals hosted its 2nd National

Symposium on 7 May 2025 at Chandigarh. Stakeholders from different segments of poultry took part for a transformative day of knowledge exchange, collaboration and visionary dialogue.

Novel Ways to Improve Gut Health and Nutrient

Venky's India Ltd organized technical seminar in the second week of April at Kochi, Raipur, Varanasi and Lucknow. Dr Christian Luckstadt, Technical Director, Feed ADDCON, expert in animal nutrition from Germany was the guest speaker. The theme of the seminars was "Novel Ways to Improve Gut Health and Nutrient Absorption." Dr Prasad Kulkarni, Incharge, South Asia Feeds ADDCON was technical support in all the seminars. Dr Christian began his talk by emphasizing the importance of gut health in poultry performance. He also demonstrated how the microbiome develops in the gut and its relevance. AGP's negative consequences on human and animal health have been explained.

Poultry farmers thanked Chief Minister of Telangana Mr Revanth Reddy - Telangana Poultry Federation president and other members thanked CM Revanth Reddy for supporting poultry farmers at the Federation office in Basheerbagh, Hyderabad and performed milk anointing on the CM's portrait. Later, TPF President Mr Mohan Reddy said that the state has been divided into seven zones and the tender process for eggs under Anganwadi scheme is underway.

Jigawa State Governor Leads High - Level Delegation from Jigawa State, Nigeria, led by the Governor Umar Namadi, had a two-week trade and investment visit to India with a primary focus on agriculture. The delegation comprises senior government officials and



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.

Contd on next page

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technical experts from the Ministry of Agriculture, Jigawa Research Institute and key farmer representatives. As part of the mission, the team was engaged with counterparts in Gujarat, Telangana and Andhra Pradesh, exploring strategic collaborations in the dairy and poultry sectors.

War has a direct impact on the poultry industry, the supply chain of the poultry industry has been disrupted due to the increasing tension on the India-Pakistan border: Transport and freight have been affected. Many poultry farms have been shut down or are working at limited capacity in the border areas. The livelihood of small farmers is in danger. The public is in distress, the government is silent. While the general public is struggling for daily needs, no concrete relief package or policy intervention has been seen from the government, the reports stated.

Poultry hatcheries fined, the Competition Commission of Pakistan has imposed a total fine of Rs 15.5 crore on eight major poultry hatcheries for price-fixing and forming a cartel to fix the prices of day-old broiler chicks. The CCP took suo motu cognizance of a complaint of cartel formation in the DOC market and launched a detailed investigation.

AP tops in egg output, Chief Minister Nara Chandrababu Naidu has said that Andhra Pradesh ranked first in Egg Production, fifth in meat production and seventh in Milk Production in the country. The CM said, over 11.23 per cent of AP's GSDP was coming from the livestock sector in 2024-2025. "Our goal is to make AP a global hub for smart and sustainable Animal husbandry with the help of AI". He was addressing the Tech AI 2.0 Conclave organised by the State Animal Husbandry Department and the global forum for sustainable transformation in Vijayawada.

Protein Availability vs. Affordability in India - Protein is a fundamental nutrient essential for muscle development, immunity and overall health. However, in India, access to adequate protein remains a challenge due to economic disparities, dietary habits, and affordability constraints. While protein-rich foods are available, their consumption remains low, leading to widespread protein deficiency. This article explores the availability, affordability and solutions to India's protein crisis.

A gold medallist in post graduation, M.V.Sc (Poultry) from APAU, Hyderabad, Dr K. Somi Reddy with 52 years of experience in poultry industry in India is a man and veterinarian with no controversies in the industry, and has contributed greatly to poultry farmers in the coastal Andhra Pradesh. Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd. said that in business, he believed in three things like supplying quality chicks to farmers, providing after sales service and maintaining relation with them in all respects. He says, artificial intelligence in poultry will bring lot of changes on the outlook of poultry farming and the industry. The bird used to give 260 eggs in 72 weeks age, and today the same bird is giving 490 eggs in 100 weeks age due to advancement in genetics and nutrition. Eggs and chicken

are necessary as long as people are on this planet. Andhra Pradesh has become surplus state in egg production with Rs 5 crore Layer population producing Rs 4 crore eggs a day. Out of it, Rs 2.5 crores eggs are consumed locally in the state and rest of the eggs are exported to other states like West Bengal, Assam, Nagaland, Tripura, Arunachal Pradesh and the neighboring districts of Tamil Nadu. Egg consumption in A.P 109 eggs per annum Egg consumption in Andhra Pradesh is 109 eggs per annum which stands national average of 106. National Institute of Nutrition (NIN) recommended a minimum consumption of 180 eggs per head per annum to be healthy citizens. 19.1% of eggs produced in India are from Andhra Pradesh state.

In the Articles section, **Mycotoxins in the food chain**, authored by Dr Maloshrie Bora, stated that the safety of animal feed is increasingly compromised by a confluence of global challenges, notably mycotoxin contamination. These toxic metabolites, produced by molds such as *Aspergillus* and *Fusarium*, pose significant health risks to livestock and, by extension to humans consuming animal products.

Another Article titled, **Poultry Water Quality**, by Kemlin Industries South Asia Pvt Ltd, a critical component of biosecurity is the availability of high-quality water on farm premises. Clean, safe water to cool birds, and clean facilities and equipment without contamination are needed. Because, disease-causing agents may be carried by water, the decisions made about where to get water and how it's handled are critical to the health of birds. Even after these issues have been evaluated and handled, mechanical, maintenance, and monitoring considerations including sanitization and acidification can have an impact on the efficacy of water quality. Identifying discrepancies in water use patterns can be a valuable technique in determining the underlying reasons for performance concerns.

Another Article titled, **Impact of Ammonia and Humidity on Poultry**, In the world of poultry farming, two significant concerning factors are litter ammonia and relative humidity. The presence of ammonia gas released by uric acid decomposition in bird droppings is referred to as the litter ammonia level. High quantities of litter ammonia may negatively impact the respiratory system, eyes, and feet, resulting in decreased production and increased mortality rates.

Readers are invited to send their views and comments on the news, special feature and articles published in the magazine which would be published under "Readers Column".

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.

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2025 Alltech Agri-Food Outlook shares global feed production survey data

Data collected from 14th annual global feed survey estimates world feed production increased in 2024 by 1.2% to 1.396 billion metric tons



The 2025 Alltech Agri-Food Outlook revealed global feed production survey data and trends.

[LEXINGTON, Ky.] – Alltech, a global leader in animal nutrition and biotechnology, has released its 2025 Agri-Food Outlook, a report that includes the results of the company's 14th annual global feed production survey. The publication shows that global feed production rebounded in 2024 after a stagnant 2023, increasing from 1.380 billion metric tons (mt) (+1.2%) to 1.396 billion mt. This growth — which was achieved despite challenges that included highly pathogenic avian influenza (HPAI), climate fluctuations and economic uncertainty — underscores the resilience and adaptability of the international agriculture industry.

The annual survey that serves as the foundation of the Agri-Food Outlook collected data from 142 countries and 28,235 feed mills in 2024. By analyzing compound feed production and prices — collected by Alltech's global sales team and in partnership with feed associations and official data-collecting organizations — the survey provides a comprehensive snapshot of global feed production. These insights serve as a barometer for the overall livestock industry, highlighting key trends across species, regional challenges and opportunities for growth.

Top 10 countries:

The top 10 feed-producing countries in 2024 were China (which produced 315.030 million mt of feed, down 2.03% from 2023), the U.S. (269.620 million mt; +0.68%), Brazil (86.636 million mt; +2.43%), India (55.243 million mt; +4.56%),

Mexico (41.401 million mt; +1.38%), Russia (38.481 million mt; +8.53%), Spain (35.972 million mt; +1.46%), Vietnam (25.850 million mt; +3.41%), Türkiye (24.502 million mt; +4.83%) and Japan (24.297 million mt; +0.14%). Together, the top 10 countries produced 65.6% of the world's feed — and 52% of all global feed production was concentrated in just four countries: China, the U.S., Brazil and India.

Notable results and future outlook by species:

Poultry feed experienced an increase in production, both for broilers (385.415 million mt; +1.8%) and layers (173.038 million mt; +1.4%).

Broiler feed remains the largest species segment, accounting for 27.6% of the total feed tonnage in the world. As a “budget-friendly” protein option, the broiler industry benefits from surges in red meat prices. Affordability drove demand in Asia-Pacific and Latin America, while rising incomes boosted growth in Africa. While HPAI was a persistent issue for poultry production, broiler feed volumes are positioned to continue on a path toward moderate growth this year because of broiler meat's affordability and export opportunities.

For **layers**, the slow 1.4% growth rate reflected the challenges facing

the industry, including the disruptions by avian influenza and oversupply in some regions. Disease challenges led to North America experiencing the steepest decline in production due to flock reductions. Layer production was able to maintain a positive global growth rate, however, due to volume gains in Asia-Pacific — where consumers are favoring eggs as a cheaper protein option — and healthy demand in Latin America and Africa. While the threat of HPAI continues to loom in various regions, the development of vaccines and improved biosecurity measures could help mitigate losses and keep the global layer sector on an upward trajectory.

Global **pig** feed production experienced a loss in 2024 of 0.6%, leading to a decreased total of 369.293 million mt. Growth in the European, Latin American and North American pork segments was counterbalanced by downturns in Africa and the Middle East, Asia-Pacific and Oceania. These trends were partly dictated by how well producers in each region continued to recover from outbreaks of African swine fever (ASF), with export demand allowing Europe and Latin America to reclaim lost ground. Survey respondents were divided in their outlook for pig feed production, which recorded the highest amount of pessimism among all feed segments. Proper disease management and stabilized feed costs will be critical

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for the pig feed sector to achieve growth worldwide.

Dairy feed tonnage increased by 3.2%, to 165.500 million mt, due to robust consumer demand, favorable milk prices and a shift toward more intensive farming practices, with Asia-Pacific, Europe, Africa and Latin America all displaying growth. While dairy feed production remained stable in North America, Oceania's reliance on abundant pasture led to a slight dip in its feed tonnage. Despite challenges that ranged from disease pressures to volatile weather conditions, the global dairy sector continues to exhibit strong resilience and growth potential. The modernization and intensification of production and higher milk yields are expected to foster further increases — but lower farmgate prices in China could limit global gains overall.

Beef feed tonnage rose from 131.6 million mt in 2023 to 134.1 million mt in 2024, reflecting a global increase of 1.8%. North America, Latin America, Africa, Europe and Oceania all recorded gains thanks to a rise in demand for beef exports due to tight supply elsewhere around the world. Additionally, scarce forages in parts of North America, Latin America and Australia drove cattle producers to rely more heavily on commercial feeds. The decline in beef feed tonnage seen in Asia-Pacific and the Middle East was attributed to oversupply and lower prices.

Global feed production for the **aquaculture** sector declined slightly, by 1.1%, in 2024 to 52.966 million mt, continuing a downward trend for the sector that first emerged in 2023. This statistic, however, conceals considerable regional divergence, including gains in Latin America, Africa and Europe. Unfortunately, the considerable decreases in Asia-Pacific and North America due to disease challenges, extreme weather events, cost pressures and low market prices weighed down the entire sector. Looking ahead, aquaculture is positioned to strengthen slowly, but this recovery will likely remain uneven across regions. Potential rebounds in shrimp and finfish production in Asia-Pacific will depend on stabilized prices and biosecurity improvements. Latin America and Africa could continue their upward trajectories, and momentum around alternative feed ingredients in Europe is expected to pick up steam as regulatory frameworks and consumer demand increasingly emphasize sustainability.

Pet feed tonnage increased by 4.5% to 37.692 million mt in 2024, fueled by continued trends toward premiumization (including functional diets and the “humanization” of pets), expanded pet ownership and continued innovation in the sector's product offerings. While the increase in pet food production appears to have slowed somewhat last year, it still remains one of the fastest-growing

sectors in the world. Africa saw the largest percentage jump (of 60%), albeit from a low baseline, and Asia-Pacific's double-digit gains underscore the surge in pet adoption and premium diets in developing regions.

Equine feed tonnage increased by 2.3% to 9.630 million mt. This growth was driven by premiumization trends and rising interest in nutrition-focused care among horse owners, as well as growing participation in equestrian activities and the widely improving availability of specialized feeds. Looking forward, however, the sector faces declining populations and high feed costs.

Notable regional results:

Asia-Pacific (533.1 million mt): Feed production was down slightly in the region (by 0.8%), but Asia-Pacific remained the largest producer of feed overall. This decrease was largely due to headwinds in China as well as ongoing weather extremes, oversupply and cheap feed alternatives that hampered expansion.

North America (290.7 million mt): The second-largest feed producing region saw a modest increase (0.6%) across beef, poultry and pork that was offset by the impacts of HPAI (in layers and turkeys) and stagnant aquaculture production.

Latin America (198.4 million mt): This region experienced solid gains driven by robust demand for poultry, pork and beef, as well as favorable export markets. Overall, feed

production in Latin America increased by 3.6%.

Europe (267.8 million mt): Rebounds in pig, beef and aquaculture feed led to a 2.7% increase in Europe's total feed production, but structural constraints — including sustainability policies and diminishing herds — will temper future expansion.

Africa and the Middle East (95.5 million mt): This region had the strongest percentage growth (of 5.4%) around the world in 2024, but it was also starting from a smaller base than other regions. This growth reflects expanding commercial feeds in the poultry, ruminant and pet sectors. Stable growth in poultry and beef in the Middle East, however, has been tempered by water scarcity and import costs.

Oceania (11.0 million mt): Gains in beef and aquaculture from low baselines led to an increase of 2.5% in Oceania's overall feed production. Feedlot usage is high in Australia, but New Zealand's herd declines constrain further growth.

The compound feed production totals and prices reported in the 2025 Alltech Agri-Food Outlook were collected in the first quarter of 2025 with assistance from feed mills and industry and government entities around the world. These figures are estimates and are intended to serve as an informative resource for industry stakeholders.

About Alltech:

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Energy Sources

Propylene glycol, Palmitic acid, Creatine monohydrate

Preservatives

4-Hydroxybenzoic acid, Calcium propionate, Ethyl lauroyl arginate, Phenoxyethanol, Sodium formate, Caprylic acid, Capric acid, Dodecylguanidine hydrochloride, Fumaric acid, Palmitic acid, Lactose, Sodium percarbonate, Paraformaldehyde 91%

Disinfectants

Paraformaldehyde 91%, Butyl diglycol, Sodium dichloroisocyanurate 60% (SDIC), Trichloroisocyanuric acid 90% (TCCA), Tetraacetylenediamine (TAED), 2,4-Dichloro-3,5-Dimethylphenol, 4-Chloro-3,5-Dimethylphenol, Benzalkonium chloride, Dioctyl dimethyl ammonium chloride 80%, Glutaraldehyde 50%, Propylene carbonate, Octyl decyl dimethyl ammonium chloride 80%, Potassium permanganate, Sodium percarbonate, Phenoxyethanol, Dimethylaminopropylamine, Oxone™

Veterinary Medicine Intermediates

Dibasic ester, Taurine, Capric acid, Lactose, Dimethyl sulfoxide (DMSO), L-Arginine, Palmitic acid, Propylene carbonate, Bio Yucca, Ascorbic acid, Propylene glycol, Sodium percarbonate, Phenoxyethanol, Caprylic acid, L-Cysteine HCl mono

Flavor Enhancers

Aspartame, Mono sodium glutamate, Lactose



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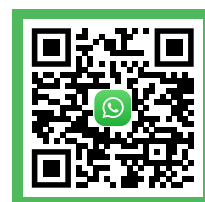
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entrepreneur and scientist Dr Pearce Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our diverse portfolio of products and services improves the health and performance of animals and plants, resulting in better nutrition for all and a decreased environmental impact.

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We believe agriculture has the greatest potential to shape the future of our planet. Our more than 5,000 talented team members worldwide share our purpose of Working Together for a Planet of Plenty®. Together, we can provide nutrition for all, revitalize local economies and replenish the planet's natural resources.

Headquartered just outside of Lexington, Kentucky, USA, Alltech serves customers in more than 140 countries, has five bioscience centers, and operates more than 75 manufacturing facilities across the globe.

Only Eight of them 'Veriguddu!'

Only eight people in the state have replica certification

Directorate of Marketing and Inspection clarifies

Hyderabad: The deadline for selecting contractors for the supply of eggs to be distributed to beneficiaries in Anganwadi centres will end on Thursday. This time, the state Women Development and Child Welfare Department has introduced new rules in the tender process. It has been stipulated that Ag Mark certification should be done before two years and only those who are eligible for marking with Ag Mark replica serial number will be given the opportunity. The authority to issue Ag Mark and Replica certification lies with the Marketing

and Inspection Directorate under the Union Ministry of Agriculture and Farmers Welfare. In the state, there are three poultry farmers in Rangareddy district who have Ag Mark and Replica serial number, one each from Mahabubnagar, Bhuvanagiri and Hanumakonda, Siddipet and Medak districts. While the online bidding for this tender process will end at 4 pm on the 10th of this month... the tender paras, certification documents, and this MD will be submitted manually by the concerned authorities. The deadline for submitting

applications is 5 pm on the 10th of this month.

On the issues where the conditions in the tender process related to the supply of chicken eggs are only suitable for a few, an article titled 'Tender only for conditions' was published in the Sakshi daily on the 6th of this month. A. Kantivesli, the spokesperson of the State Women Development and Child Welfare Department, commented on this article. He said that only the needy will benefit under this scheme and that the main objective of the government is to provide them with better and higher quality nutrition. In this context, Agmark and Replica Number provisions have been introduced in the selection of contractors.

AP tops in egg output: A.P., C.M. Naidu

Vijayawada, May 14, 2025: Chief Minister Nara Chandrababu Naidu has said AP ranked first in Egg Production, fifth in meat production and seventh in Milk Production, in the country.

The CM said on Wednesday that over 11.23 per cent of AP's GSDP was coming from the livestock sector in 2024-25. "Our goal is to make AP a global hub for smart and sustainable Animal husbandry with the help of AI." He was addressing the Tech AI 2.0 Conclave organised by the State Animal Husbandry Department

and the global forum for sustainable transformation in Vijayawada.

Naidu said the Dairy industry brought radical change in the lives of the poor. "Whenever TD is in power, the highest priority has been accorded to the Farm sector." He was happy that the Global Forum for Sustainable Transformation (GFST)

organised the workshop to eliminate poverty by promoting the Livestock sector. He announced that property tax and house tax would be levied for Dairy sheds in rural areas. "All the central schemes will be

uploaded online."

The chief minister, who took part in the conclave for over three hours, also interacted with persons from different professions and asked them about their revenue along with expenditure. "Over 42 lakh families in the state are dependent on Dairy farming," he noted.

In the five year TD rule from 2014, the revenue of farmers has doubled, the CM claimed.

Observing that AP reached the number-one position in the Farming sector, Naidu felt the need for improving the service sector besides increasing the number of industries. "In Telangana, 67 per cent of revenue is coming from the service sector, while in AP, it is only 46 Percent."

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Presentation

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Vets In Poultry (VIP) Hosts 2nd National Symposium: The Poultry Summit – Innovate, Integrate & Thrive

Chandigarh, India: Vets In Poultry (VIP), India's premier network of poultry veterinary professionals, successfully hosted its **2nd National Symposium on 7th May 2025 at Hyatt Regency, Chandigarh**. Centered around the theme "The Poultry Summit: Innovate, Integrate & Thrive," the landmark event brought together over **580 stakeholders** including veterinarians, poultry professionals, farmers, poultry leaders, researchers, policymakers, media, associations, government officials, ministers and academic institutions for a transformative day of knowledge exchange, collaboration, and visionary dialogue.

Distinguished Guests

The symposium was honoured by the presence of several esteemed dignitaries:

- **Chief Guest:** Shri Nitin Gadkari, Hon'ble Union Minister, Ministry of Road Transport & Highways, Government of India (VC mode)
- **Special Guest:** Shri Mahipal Dhanda, Hon'ble Cabinet Minister, Government of Haryana
- **Guest of Honour:** Smt. Alka Upadhaya, IAS, Secretary, Department of Animal Husbandry and Dairying (DAHD), Government of India (VC mode)

Keynote Speaker: Mr Balram Singh Yadav, Managing

Director, Godrej Agrovet Ltd

Joining them were the VIP Office Bearers:

President Dr Ajay Deshpande, Vice President Dr C.B. Pathak, Secretary Dr Santosh Ire, Advisor Prof. Dr Ajit Ranade, Treasurer Dr Jeevan Sonawane, and North Zone Head Dr Vishal Singh Rawat.

Inaugural Highlights

Following the unveiling of the symposium souvenir, **Dr Vishal Rawat** extended a warm welcome to the guests and participants. **Dr Santosh Ire** presented the inspiring journey of VIP from its humble beginnings in 2014 as a WhatsApp group of 50 veterinarians to a national platform of over 1,500 members. **Dr Ajay Deshpande** delivered an insightful address on the critical challenges facing the poultry sector and the pivotal role of VIP in navigating these.

Mr Balram Singh Yadav, in his keynote, emphasized the importance of unified action within the poultry ecosystem and shared insights into global market trends.

Smt. Alka Upadhaya, IAS highlighted the government's inclusive, supportive approach and reiterated DAHD's commitment to addressing sectoral needs. Hon'ble Shri Mahipal Dhanda called for unifying poultry associations under one

platform and underscored the importance of exports.

Hon'ble Shri Nitin Gadkari captivated the audience with a visionary address covering maize supply, infrastructure development, veterinary services, VIP association important role, doubling farmers' income, and green energy, underscoring the critical role of poultry in India's GDP. The inaugural session concluded with remarks from Prof. (Dr) A.S. Ranade, Technical Advisor, VIP.

Technical & Expert Sessions

The symposium featured insightful sessions by industry stalwarts:

- Unlocking Poultry Potential through Genetics – Dr G.L. Jain
- Navigating Disease Challenges – Dr K. Jayaraman
- Tech for Health: Revolutionizing Poultry Business – Mr Suresh Rayudu Chitturi
- Empowering the Poultry Sector: Vision 2047 – Dr S.K. Dutta
- Mitigating Climate Change: A Comprehensive Approach – Prof. Dr N.K. Mahajan

Expert Panel Discussion

A high-impact panel discussion, moderated by Prof. (Dr) P.K. Shukla, President, Indian Poultry Science Association, explored opportunities for innovation,

integration, and resilience in the poultry ecosystem. Esteemed panelists included Mr K.G. Anand, Dr Kamna Barkataki, Mr Valsan Parameswaran, Dr Ajay Deshpande, Mr Nasir Hussain, and Dr S.K. Dutta.

Acknowledgments & Closing

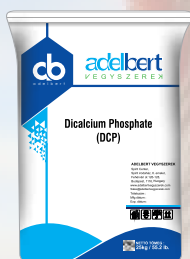
VIP honored its committee members, sponsors, associations, and media partners with mementos in recognition of their support and contributions. Dr Ajay Deshpande, President, VIP, reflected: "This symposium was not merely an event—it was a shared commitment to shaping a stronger, more innovative Indian poultry sector. We thank every participant and partner for their invaluable contributions."

About Vets In Poultry (VIP)

Vets In Poultry (VIP) is a national association of over 1,500+ veterinarians working across the Indian poultry sector. Our members represent every aspect of the poultry value chain, including broiler and layer farming, breeding, animal health, research, academia, and pharmaceuticals etc. VIP is committed to fostering knowledge, collaboration, and solutions to advance poultry science and production in India.

Gratitude

Team VIP extends heartfelt thanks to all supporters, associations, government delegates, sponsors, speakers, panelists, moderators, and media partners who made The Poultry Summit 2025 a grand success.



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Novel Ways to Improve Gut Health and Nutrient Absorption

Technical session organized by Venky's India Limited



Venky's India Limited Organized Technical Seminars in second week of April at Kochi (7th April), Raipur (9th April), Varanasi (10th April) and Lucknow (11th April). Dr Christian Luckstadt (Technical Director Feed ADDCON), expert in animal nutrition from Germany was the guest speaker. The theme of the seminars was **"Novel Ways to Improve Gut Health and Nutrient Absorption."** Dr Prasad Kulkarni, Incharge South Asia Feeds ADDCON was technical support in all the Seminars.

Dr Christian began his talk by emphasizing the importance of gut health in poultry performance. He also demonstrated how the microbiome



develops in the gut and its relevance. AGP's negative consequences on human and animal health have been explained. Furthermore, he discussed the role of acids in poultry, with a focus on sodium diformates.

Dr Christian subsequently showed other efficacy studies of Acidomix® DF plus on layer and broiler birds conducted in multiple countries, including India. Acidomix DF Plus has an important role in lowering faecal pathogenic microbiota count, resulting in improved performance and reduced antibiotic use. Many investigations have demonstrated that lowering the faecal count of coliform bacteria reduces the danger of cross-infection and improve flock performance. Other broiler trials have demonstrated significant improvements in gut morphology. Acidomix® DF plus enhances nutrient digestion, resulting in enhanced egg quality and a lower number of damaged eggs. Dr Christian



articulated gut eubiosis and its correlation with intestinal immunity which becomes indispensable need for the bird health today.

He closed his session by stating that gut health and high performance can be obtained without AGPs and with gut acidification with perfect gut acidifier like Acidomix® DF plus which can reach the small intestine at maximum concentration.

Following his presentation, Dr Vishwas Sagajkar (Deputy General Manager sales and marketing) and Dr Akhil (Technical Manager) translated and explained the concepts in their respective states' native languages, Hindi and Malayalam.



Along with this in Raipur, Dr Sunil Nadgauda (Deputy General Manager-Technical) has described about Biosecurity solution for current disease challenges.

In Kochi, Dr N. Baburaj (Deputy General Manager-South zone) has stressed upon vaccination in current disease challenges like LPAI.

All of the seminars were attended by field veterinarians, broiler breeders, integrators, and layer farmers. Dr Vishwas Sagajkar gave an introductory session about the novel concept and speaker in Raipur, while in Kochi. Mr Shaji Huda (Zonal Manager) greeted everyone. In Varanasi and Lucknow, Mr H.S. Padda (Deputy General Manager, North Zone) introduced and addressed everyone. Mr Shashi Bhushan Kumar (Assistant General Manager, North Zone), Dr Rakesh Yadav (Zonal Manager), Dr Binay Yadav, Mr Sushil Singh, Mr Bhupendra Singh, and Mr Shivam Singh, Mr Abhishek Gupte (Zonal Manager Sales Central Zone) and Ashutosh Singh (Raipur), while Mr G. Chinnaraj (AGM Sales), Mr Shaji Huda



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Manager, Marketing) gave an introductory session about the concept and speaker. All the arrangements were done by Mr Abhishek Gupte (Zonal Manager) and Mr Ashutosh Singh (Regional sales manager). Seminar in Raipur was guided by Mr H. G. Murade (Deputy General Manager, Sales West and central zone).



(Zonal Manager), Mr Sachin P, Mr Ajay K, and Dr Akhil R in Kochi made the necessary arrangements.

In Kochi, seminar was conducted in Hotel



Port Muziris. Mr Shaji Huda (Zonal Manager) conducted introductory session. All the arrangements were done by Mr G. Chinnaraj (AGM,

Sales), Mr Sachin P, Mr Ajay K, and Dr Akhil R.

In Raipur, Seminar was conducted in Hotel Babylon. Dr Vishwas Sagajkar (Deputy General

North zone seminars were conducted at the Fern residency, Varanasi and The centrum Hotel, Lucknow. In both the places Mr Harjit Padda (Deputy General Manager, North zone) has given introductory speech. Arrangements were done by Dr Rakesh Yadav (Zonal Manager), Mr Bhoopendra Singh, Dr Binay Yadav in Varanasi and Mr Sushil singh , Mr Shivam Singh in Lucknow.

Avitech Nutrition announces launch of a new Trading Division for the Feed additive market

Avitech Nutrition, an established name in the animal feed and nutrition sector, has announced the establishment of its new Trading Division. This strategic expansion will focus on leveraging opportunities in trading of essential ingredients for the animal feed additive sector commencing with Vitamin blends and Straight Vitamins, which finds usage in animal feed formulations. Subsequently, several other products will be added to the Trading Division.



Dr Ashish Sachdeva

The Trading Division will cater to the needs of distributors and end-users by providing them with reliable access to high-

quality inputs.

Spearheading this new venture is Mr Amal Kumar Datta, who is leading the Trading Division. Mr Datta brings with him extensive experience of over three decades in the Indian feed additive sector. His deep understanding of the market dynamics and established network will be invaluable in driving the growth and success of this new division.

The strategic move underscores Avitech

Nutrition's commitment to strengthen its presence in the animal nutrition space. The establishment of the Trading Division will enable the company to further streamline the supply chain and offer enhanced value to its customer base.

Avitech Nutrition appoints Dr Ashish Sachdeva as Assistant General Manager – International Sales

Avitech Nutrition has announced the appointment of Dr Ashish Sachdeva as Assistant General Manager – International Sales. Dr Sachdeva will be based at the company's corporate

Contd on next page



SWISS POULTRY VITAMINS



SWISS VITAMIN - A

SWISS VITAMIN - E

SWISS VITAMIN - C

SWISS VITAMIN - K

SWISS VITAMIN - D2

SWISS VITAMIN - B2

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- Enrofloxacin
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headquarters in Gurugram.

Holding a Master of Veterinary Science (MVSc) degree in Veterinary Bacteriology from the Indian Veterinary Research Institute, Bareilly, Uttar Pradesh, Dr Sachdeva brings to this role extensive expertise in the animal nutrition industry.

Dr Sachdeva possesses fifteen years of experience in international business development, sales, and product management within the animal nutrition industry. His professional career includes tenures with organizations such as Jubilant Ingrevia, EW Nutrition, and Ayurvet. Prior to joining Avitech Nutrition, Dr Sachdeva was associated with Natural Remedies Pvt. Ltd.

In his capacity as Assistant General Manager – International Sales, Dr Sachdeva will be driving Avitech Nutrition's international sales operations and contributing strategically to the company's market expansion initiatives.

Thank you CM Revanth Reddy for supporting Telangana Poultry Farmers

Hyderabad : Chicken egg market in Anganwadi scheme, Telangana Poultry Federation President Mohan Reddy alleged that only five families have been getting eggs for the past few years. He said that 7500 poultry farmers in the state are suffering badly due to this. On Thursday, the Poultry Federation leaders thanked CM Revanth Reddy for supporting the poultry farmers at the Federation office in Basheer Bagh and performed milk anointing on the CM's portrait. Later, he said that the state has been divided into seven zones and the tender process is underway. He alleged that instead of buying eggs from Telangana farmers, those who have placed tenders are buying one from certain states at the rate of three rupees and giving it to the Anganwadi scheme for Rs. 5.67 paise. He said that they are illegally getting



Members of Telangana Poultry Federation (TPF), Indian Poultry Equipment Manufacturers' Association (IPEMA) and Poultry India, organized a symbolic milk consecration ceremony to honour Chief Minister A Revanth Reddy

tenders by making various promises in collusion with some officials, and he said that they have met CM Revanth Reddy and brought this matter to his attention regarding the irregularities taking place in the tenders. The Chief Minister, who responded to this, informed the Principal Secretary and stopped the tender process.

He revealed that he had assured that the process would be reviewed and tenders would be held in

a manner that would be favorable to all. On this occasion, poultry farmers distributed 5,000 boiled eggs to the people. Former president of the federation Kasireddy Narayana Reddy, NEC chairman Gurram Chandrasekhara Reddy, Balakrishna Reddy, B. Kondal Rao, Venumadan Reddy, Subramaniam, Rama Rao, Chandramohan Reddy and others participated in this program.

McDonald's brings back Chicken strips in US

McDonald's says they've been listening to their fans on social and beyond, and they have made one thing clear: they want more chicken. But not just any chicken – they want juicy, dippable perfection. So, countless taste tests later, McDonald's is ready to reveal Mc Crispy™ Strips

and the all-new Creamy Chili Dip – a flavor-packed duo that's here to stay. This marks the first time since 2021 that McDonald's has debuted a permanent menu item in the U.S. – available in all participating restaurants nationwide by May 5.

The Crispy Strips are

100% white meat, coated with crispy golden-brown breading and bursting with a bold, new black pepper flavor. McCrispy Strips also come with a perfect pairing – **Creamy Chili Dip**, a savory, sweet and tangy sauce that unlocks the full Strips experience.

"Since stepping into my new role as a leader of the US business this year, I've been excited for fans to get to experience our additional chicken

offerings," said Alyssa Buetikofer, Chief Marketing and Customer Experience Officer at McDonald's. "The demand for chicken strips has been remarkable to see across the industry, so we knew we had to deliver something so craveable that it was worth the wait. We took our time, listened to our fans and created a product we knew they would crave. And the best part is we're just getting started."



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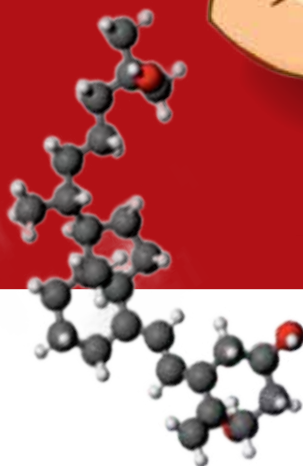
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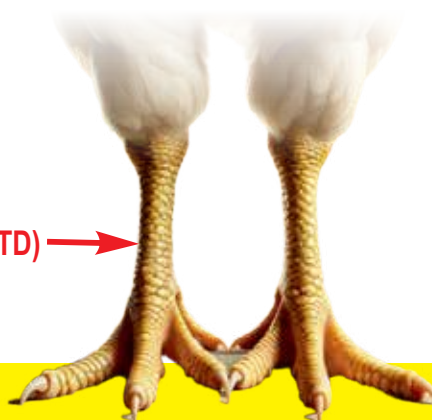


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Jigawa State Governor Leads High - Level Delegation to India for Trade and Investment Mission



Mallam Umar A. Namadi Governor, Jigawa state and Mr Venu Gopal CEO Srinivasa Farms

Hyderabad, May 27, 2025: A high-level delegation from Jigawa State, Nigeria, led by Honorable Governor Umar Namadi, had a two-week trade and investment Visit to India with a primary focus on agriculture. The delegation comprises senior government officials and technical experts from the Ministry of Agriculture, Jigawa Research Institute, and key farmer representatives.

As part of the mission,

the team is engaging with counterparts in Gujarat, Telangana and Andhra Pradesh, exploring strategic collaborations in the dairy and poultry sectors.

On 26 May 2025, the delegation visited the central office of Srinivasa Farms in Hyderabad. They were warmly welcomed by Mr Venugopal, CEO; Mr Senthil, Business Head – Poultry; Mr Ramakanth, CFO; Mr Anjaneya Raju,

Chief HR; and Mr Sridhar Babu, Senior Manager – Media and Liaisoning.

Mr Senthil presented an overview of Srinivasa Farms' 60 years,-decade legacy and its contributions to India's poultry industry. The delegation expressed deep appreciation for the company's commitment to quality, innovation and farmer welfare.

The visitors toured Srinivasa Farms'

poultry units and feed manufacturing facilities. They were highly impressed by the company's strict biosecurity standards and operational excellence. Recognizing the potential for collaboration, the Jigawa State delegation extended an invitation to Srinivasa Farms to explore investment and knowledge-sharing opportunities in Nigeria.

Discussions on potential business partnerships are ongoing, with a shared vision of strengthening poultry production and agricultural development in Jigawa State.



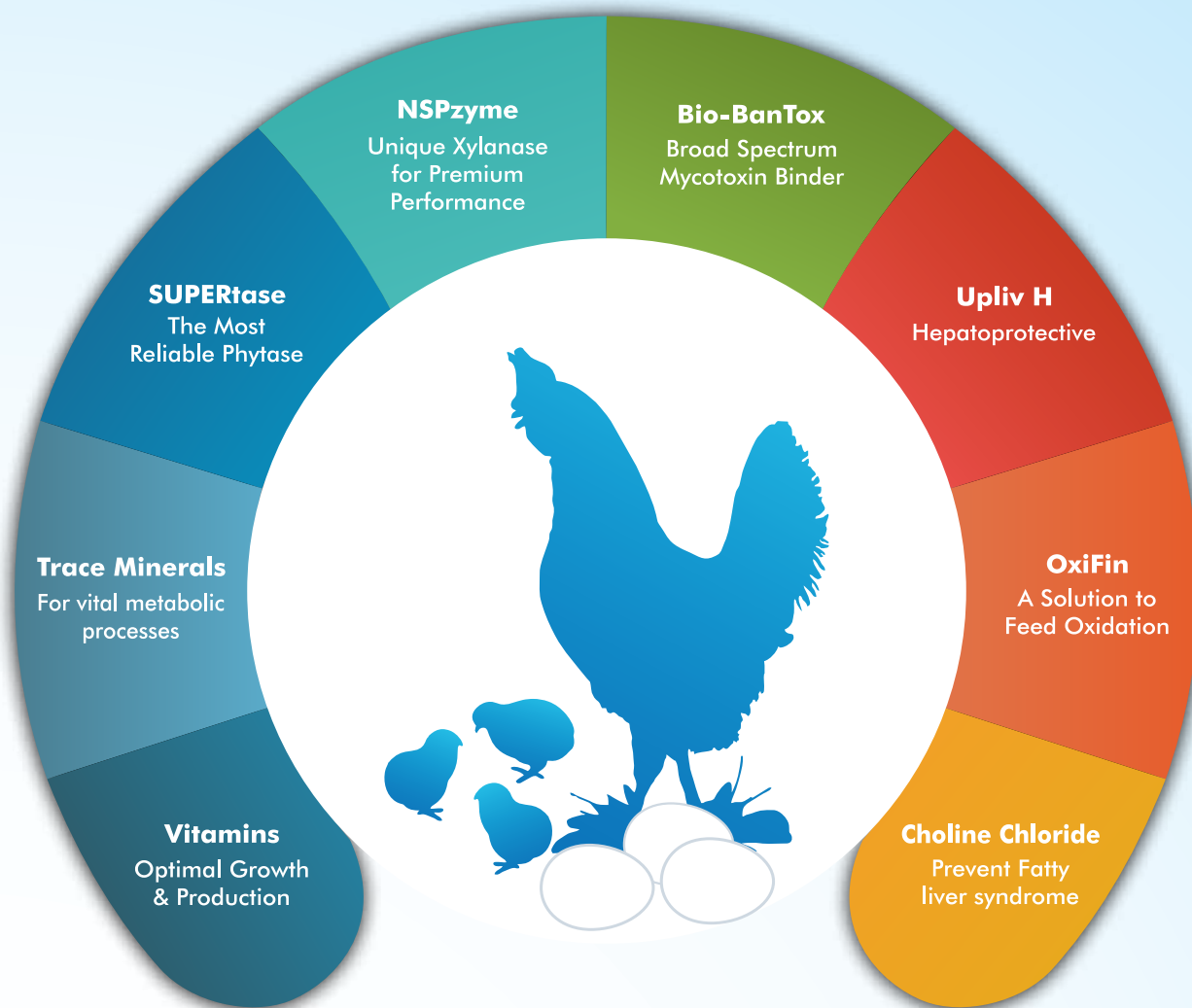
Governor and Jigawa state Anjaneya Raju HR head and Ramakanth CFO, Sridharbabu



Muttaqa Namadi, Ministry of Agriculture Jigawa state and Mr Senthil Krishan business head Poultry Srinivasa Farms



Nigeria and Srinivasa Farms Team



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Zeus Biotech made its presence in VIV Asia 2025, Bangkok



The 17th edition of VIV Asia, Asia's leading Livestock Expo, took place from 12 to 14 March 2025 at Bangkok, Thailand. The event attracted over 51,000 visitors from 129 countries and hosted 1,500 exhibitors from 63 nations, providing a vital meeting point for global leaders in animal feed and nutrition.

VIV Asia is recognized

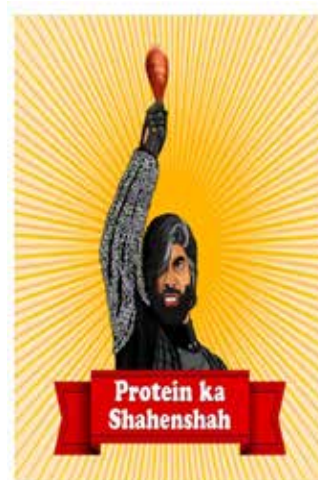
as the largest and most comprehensive feed-to-food event in Asia, bringing together all sectors involved in animal protein production. This prominent multi-species event covers everything from feed production and animal farming to breeding, processing, veterinary services, and animal health, encompassing poultry,

piggery, dairy, fishery and pets.

Zeus Biotech Pvt. Ltd., a manufacturer of premium animal nutritional supplements, actively participated in VIV Asia 2025, showcasing its current range and recently launched products to key industry players in the animal nutrition sector. Zeus Biotech Limited enjoys a strong position of trust and reliability with customers in the South East Asia, Africa and the Middle East regions. Information about the company activities were disseminated and detailed explanation about its products and its mode of action were highlighted. Furthermore, VIV Asia 2025 served as an invaluable



platform for us to connect with our valued associates from across Asia, informed a note from Zeus Biotech.



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In Pakistan, chicken costs ₹800 per kg, eggs ₹300 per dozen



New Delhi: 09 May 2025:

The growing tension between India and Pakistan and the possible war like situation has put Pakistan's economic situation in further crisis. Inflation is at its peak in the country and essential commodities are becoming out of the reach of common citizens. This has had a huge impact especially on the poultry industry.

Chicken and egg prices skyrocket

Currently, the price of chicken in Pakistan has reached ₹800 per kilogram, which is several times higher than the normal rate. The price of eggs has also gone up to ₹300 per dozen. This price hike is proving to be a big blow to the people of the country, especially to those sections who used to get cheap protein only from eggs and chicken.

Inflation became the root of the crisis

Record level inflation in Pakistan had already made food items expensive, and now the fear of war has badly affected the supply

chain. There is a huge shortage of maize (corn), which plays a major role in running the poultry business, due to which the cost of feed for chickens has increased.

Maize shortage has caused a double whammy

Due to the shortage of maize in poultry farms, the production cost has increased a lot. Farmers are not only forced to buy expensive feed, but production has also decreased due to which the supply of chicken and

eggs in the market has decreased.

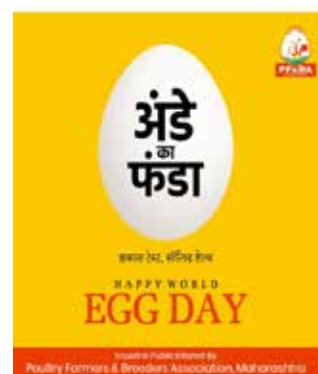
War has a direct impact on the poultry industry

The supply chain of the poultry industry has been disrupted due to the increasing tension on the India-Pakistan border:

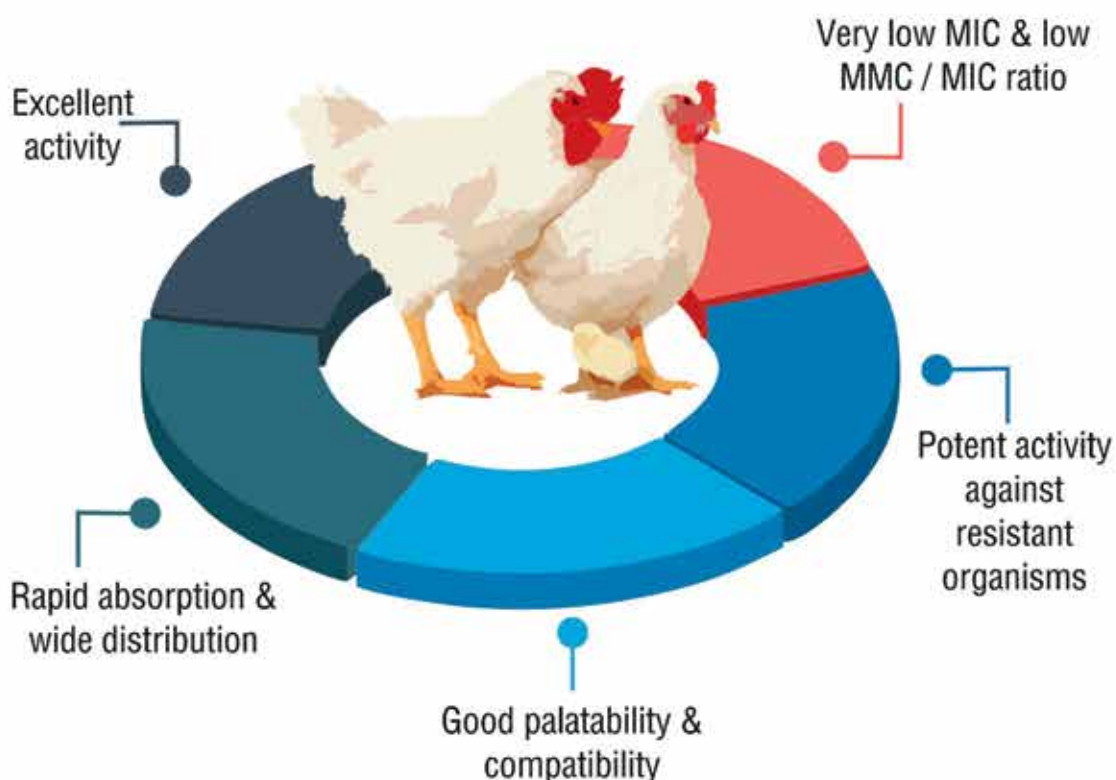
Transport and freight have been affected. Many poultry farms have been shut down or are working at limited capacity. The livelihood of small farmers is in danger. The public is in distress, the government is silent.

While the general public is struggling for daily needs, no concrete relief package or policy intervention has been seen from the government so far. The condition of Pakistan is worsening day by day.

The threat of war and rising inflation have badly shaken Pakistan's poultry industry. The poultry supply chain has completely broken down. Basic things like chicken and eggs are now becoming out of the reach of the common man. The situation is getting out of control.



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Poultry hatcheries fined Rs 15.5 crore for Price-fixing

Pakistan / Islamabad: 05 May 2025: The Competition Commission of Pakistan (CCP) has imposed a total fine of Rs 15.5 crore on eight major poultry hatcheries for price-fixing and forming a cartel to fix the prices of day-old broiler chicks (DOCs).

The CCP took suo motu cognizance of a complaint of cartel formation in the DOC market and launched a detailed investigation. The probe found that several major hatcheries such as Sadiq Poultry, Hi-Tech Group, Islamabad Group, Olympia Group, Jadeed Group, Supreme Farms (Season Group), Big Bird Group and Sabir Group — colluded to fix prices, which is in violation of Section 4 of the Competition Act 2010.

How was the cartel working?

These hatcheries created a WhatsApp group called “Chick Rate Announcement”, run by a senior official from the Big Bird Group.

Dr Shahid (Marketing Manager of Big Bird Group) used to send daily price information through phone or WhatsApp. PPA (Pakistan Poultry Association) Chairman Dr Abdul Karim and Secretary General Major (Retd.) Syed Javed Hussain Bukhari were also part of this group.

Group members discussed pricing 198 times between March 2019 and March 2021

– 108 via text messages and 87 on WhatsApp.

Senior PPA officials also did not shy away from sharing pricing information, thereby facilitating the collaborative pricing process.

Financial and consumer impact:

Between March 2020 and April 2021, DOC prices increased by 346% — from Rs 17.92 to Rs 79.92 per chick.

This hike was implemented specifically in Punjab, while a nominal transportation charge was added to Multan and Karachi as well.

CCP comments:

CCP said that under Section 4 of the Competition Act, such collusion is a legal offence to control prices, restrict supply or limit production. The purpose of trade associations is to support their industry, not to share price-sensitive information or form a cartel.

The CCP has also recently received new complaints that DOCs prices have increased to PKR 230 per chick, while the market price should be PKR 78

More than 10 million people in Pakistan are currently facing hunger, a World Bank report says, while inflation has reached record highs in the cash-strapped country amid heightened tensions with India following the

Pahalgam terror attack and the ongoing Indo-Pakistani War.

According to media reports, the prices of essential commodities like rice, flour, vegetables, fruits and chicken are skyrocketing and the situation has worsened after the central government led by Prime Minister Narendra Modi suspended bilateral trade between India and Pakistan in response to the Pahalgam attack. Pakistani MLAs, MP and Ministers are leaving the country.

There has been talk of cartelization (price-sharing and collusion to reduce competition) in poultry hatcheries and other agriculture and food sectors in India too. Although strict action like that taken in Pakistan was not seen in India,

Increase in the price of chicks in India :

For the last 2 years, the price of chicks in India has been skyrocketing, due to this the number of open farms of broilers has reduced, along with this the rate of hatching eggs has also increased. Due to this, today the price of chicks in India ranges from Rs 40 to Rs 45. In such a situation, farmers are seen turning towards the farming of Cockerel and Sonali Bird.

Role of CCI (Competition Commission of India):
The Competition



Commission of India (CCI) functions in a similar fashion as the CCP in Pakistan. The CCI has in the past imposed fines on cartels in the cement, aluminium, and pharma sectors. Special attention has so far been limited to the poultry industry,

Impact on the consumer:

Sudden price rise affects the poor and lower middle class the most. Nutrition levels are also affected as cheap protein sources like chicken and eggs become expensive.

Has any action been taken in India?

So far there has been no major public action against the cartel in the poultry industry, but the CCI can investigate on the basis of any formal complaint or evidence if an organisation or consumer complains that prices are rising in a uniform and unnatural manner.

If there is evidence of a WhatsApp group or meeting where prices were decided.

Cartelization in poultry hatcheries in India is suspected but needs to be monitored and investigated. CCI should monitor the prices and trade communications in this sector so that the interests of consumers are protected.

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Protein Availability vs. Affordability in India: A Reality Check

Protein is a fundamental nutrient essential for muscle development, immunity, and overall health. However, in India, access to adequate protein remains a challenge due to economic disparities, dietary habits, and affordability constraints. While protein-rich foods are available, their consumption remains low, leading to widespread protein deficiency. This article explores the availability, affordability, and solutions to India's protein crisis.

Protein Availability in India

India has a diverse mix of animal-based and plant-based proteins, but the per capita protein intake remains lower than global recommendations.

Major Protein Sources in India

Dairy products (milk, paneer, curd) are widely available due to India's strong dairy industry. Eggs and chicken are among the most accessible and affordable animal-based

proteins. Pulses and legumes are primary protein sources for vegetarians but lack certain essential amino acids.

Affordability: The Biggest Constraint Despite availability, high-protein foods remain unaffordable for a significant section of the population. Cost Comparison of Key Protein Sources (Feb 2025, India Market Prices)

Key Affordability Insights

Chicken and eggs provide the best value-for-money protein among animal sources. Soya chunks are the cheapest protein source, making them ideal for vegetarians.

Mutton and fish are expensive, limiting their consumption among lower-income groups. Milk is widely available, but its protein density is lower compared to meat and pulses.

The Protein Deficiency Problem in India

Despite availability, India faces widespread

protein deficiency due to affordability issues, lack of awareness, and dietary preferences.

Challenges

Economic Constraints: High-protein foods are expensive for low-income households.

Dietary Habits: Many Indians consume carbohydrate-heavy diets (rice, wheat) with inadequate protein.

Awareness Issues: People often ignore protein in daily nutrition planning.

Vegetarian Dominance: Many Indian diets lack high-quality complete proteins.

Protein Deficiency Statistics:

73% of Indians are deficient in protein (IMRB survey). Only 10% of Indians get adequate protein from their daily diet. Children and women are most affected by protein malnutrition.

Solutions: Making Protein Affordable & Accessible

To bridge the protein gap, India needs a multi-

pronged approach

Promote Affordable Protein Sources - Encourage consumption of eggs, lentils, soya, and dairy for cost-effective protein intake. **Increase Awareness** - Educate people about the importance of daily protein consumption. **Government Interventions** - Reduce prices of high-protein foods and include protein-rich items in ration schemes (PDS, mid-day meals, etc.). **Encourage Poultry & Aquaculture Growth** - To boost production and reduce costs. **Fortification & Supplements** - Introduce protein-fortified grains and dairy for vulnerable populations.

Can India Achieve Protein Sufficiency? Yes but it requires a shift in dietary habits, affordability measures, and awareness campaigns. Increasing the consumption of eggs, chicken, dairy, lentils, and soya while making them more affordable will be key to solving India's protein crisis. To ensure a healthier future, both policymakers and consumers must prioritize protein-rich diets and make them accessible to all.

Brazil's feed production set to grow 2.3% in 2025

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Source: *The Poultry Site Newsletter*

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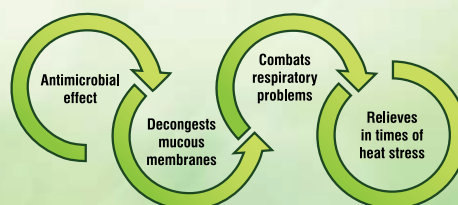
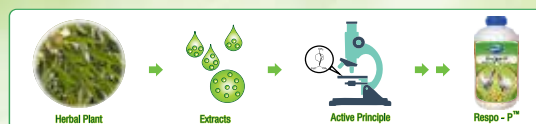
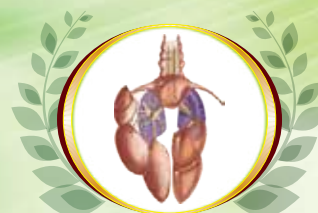
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Collecting Behavioral Data Key for Cage- Free Producers



Behavioral data can be used to enhance genetic selection for poultry breeders and improve cage-free layer performance and welfare.

Different phenotypes for different housing environments should be considered to optimize layer performance, improve welfare and simplify management strategies for egg producers, University of Bern Senior Scientist Dr. Michael Toscano said during the 2025 Georgia Precision Poultry Farming Conference.

Using a tracking system, Toscano and his team created a continuous project to gather data on individual bird movements in cage-free systems and have been able to show differences in behavior and activity between layers.

The project, known as Hen Track, is ongoing at the University of Bern and is intended to incorporate phenotypes, or

observable traits derived from behavior and health assessments, into selection criteria for large genetics companies to utilize.

The data includes multiple parameters, such as the frequency and duration of visits to specific parts of the house, vertical movement patterns and activity levels throughout the day. Analyzing data that combines duration in places throughout the house, transitions between areas and vertical distances traveled allows researchers to more efficiently identify behavioral differences among hens, Toscano explained.

By identifying and selecting for traits associated with adaptability, resilience and social compatibility, breeders can develop lines of birds better suited for cage-free environments, he said.

For example, some cage-free layers exhibit consistent high activity

levels, while others are more sedentary or show increasing activity over time. These behavioral patterns can be correlated with health outcomes and have been associated with an increase in keel bone fractures, he said.

Additionally, the project's health assessments include evaluations of social interactions, bone integrity, feather condition and foot health.

The technique moves beyond traditional genetic selection for layers based solely on production metrics and considers the multifaceted nature of hen welfare and performance, Toscano continued.

Why the project matters

Layers are still largely bred in the U.S. to thrive in conventional housing environments, and genetic selection is performed mostly on caged hens, Toscano said. However, approximately 43% of layers housed in the U.S. are cage

free, and that number is predicted to grow, according to data from the U.S. Department of Agriculture's (USDA) most recent Cage-Free Shell Egg Report.

While cage-free housing offers benefits, it also causes problems for producers, such as exposure to litter, disease, varying activity in hens, feather pecking, piling, floor eggs and keel bone fractures.

Source: Watt poultry

BRF Nears Completion of first Meat Plant Acquisition in China

BRF, one of the world's largest chicken and pork meat processors, expects to complete its purchase of a factory in Henan, China, in the coming days, the company's vice president of finance and investor relations, Fabio Mariano, told Reuters.

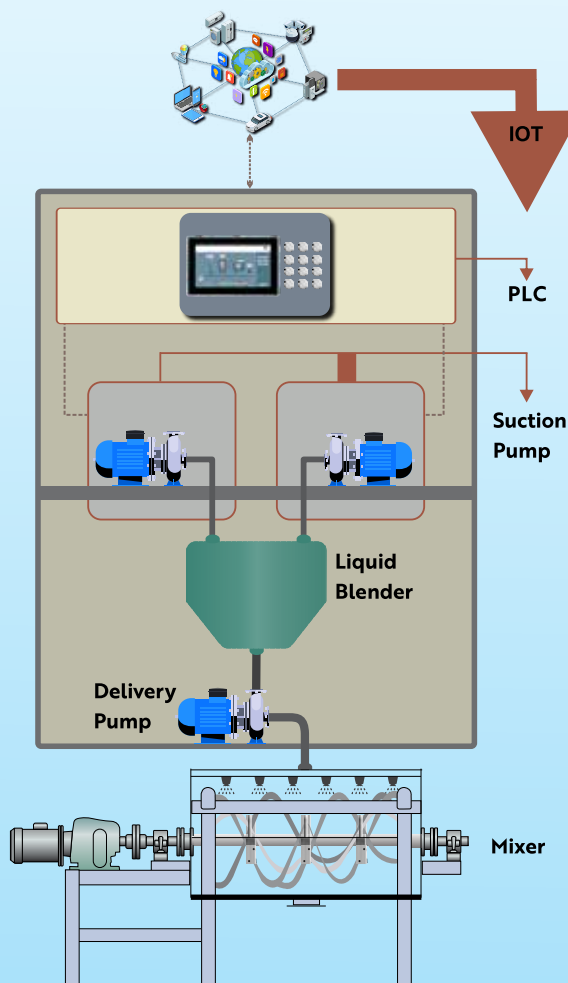
The unit is expected to begin production in May. The 460 million real (\$81.7 million) deal, including investments, was announced in November and marks BRF's entry as a meat producer in China, Brazil's most important market for protein exports.

Source: The Poultry Site Newsletter

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Cargill Projects Grain Surge in Brazil on record Soybean Harvest

The Brazilian unit of US grain trader Cargill expects to handle higher volumes of grains and other products in the South American country this year compared to 2024, Reuters reported, citing an interview with Paulo Sousa, president of Cargill.

The optimism expressed by Sousa reflects a record 2025 soybean harvest and beneficial weather for Brazil's second corn crop, which accounts for about 75% of national corn output in a given year.

Sousa said he expects the total volume originated, processed and sold this year in Brazil to equal or exceed the marks of 51 million tons recorded in 2023. This compares to 45 million tons in 2024, when Brazil produced a smaller soybean crop due to drought in key growing regions.

Brazil is the world's largest producer and exporter of the oilseed.

Cargill in 2024 had a net loss of 1.7 billion real (\$298.83 million) in Brazil, mainly due

to exchange rate effects, according to company disclosures. In 2023, Cargill had a record profit of 2.5 billion reais in Brazil.

The company, one of the world's largest grain traders and processors, continues to invest in Brazil, which is one of the immediate beneficiaries of a trade war between the United States and China, the main destination for Brazil's soybeans in export markets.

According to Sousa, the trade war may divert Chinese demand for

products produced in Brazil such as Brazilian soybeans. On the other hand, the dispute is not favorable to the global trade system, Sousa said.

In the short term, Sousa said the firm will focus investments in port terminals and plans to boost biofuels production in Brazil, referring to biodiesel and ethanol from sugarcane and corn.

Sousa said Cargill this week hopes to be a competitive bidder at a government auction of port terminals in Paranagua and Porto Alegre.

Source: *The Poultry Site Newsletter*

Bird Flu Outbreak affects 36,000 Turkeys in South Dakota

In a recent outbreak, highly pathogenic avian influenza (HPAI) has struck a commercial turkey facility in Beadle County, South Dakota, affecting approximately 36,000 turkeys. The U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS) confirmed the case on April 8, 2025.

In a recent outbreak, highly pathogenic avian influenza (HPAI) has struck a commercial turkey facility in Beadle County, South Dakota, affecting approximately 36,000 turkeys. The U.S. Department of Agriculture (USDA) Animal and Plant Health Inspection Service (APHIS) confirmed the case on April 8, 2025.

This incident marks the sixteenth recorded case of HPAI in Beadle County

since early 2022, bringing the total number of birds affected in the county to 825,000. South Dakota has experienced significant impacts from avian flu, with the state recording the second-highest number of cases in the U.S. since the global outbreak began in February 2022. To date, 115 commercial flocks have been affected, impacting over 6.1 million birds.

The avian flu outbreak in the U.S. has been widespread, with 45 cases reported in the past 30 days alone. These cases include nine commercial and 36 backyard flocks, affecting approximately 1.94 million birds across 20 states. Despite the severity of the outbreak, there has been a downward trend in commercial cases, with 12

reported in March compared to 59 in February and 85 in January.

The impact of avian flu extends beyond the immediate loss of poultry. The virus poses a potential threat to human health, although the risk remains low at present. Nationally, about 70 people have been sickened by the virus, primarily farm workers or veterinarians exposed to infected birds or cattle. In January, an elderly resident of Louisiana became the first person in the U.S. to die from bird flu after being exposed to sick bird.

The economic consequences of avian flu are also significant. The outbreak has led to rising costs for poultry products, including eggs and chicken breasts. Additionally, the virus has spread to mammals, causing the death of cattle and domestic cats in South Dakota.

Efforts to control the spread of avian flu are ongoing. The USDA and APHIS continue to monitor and manage outbreaks, implementing measures to prevent further spread and mitigate the impact on both poultry and human populations. Public health officials and scientists are closely studying the virus to understand its potential to cause a human pandemic and develop strategies to prevent such an occurrence.

As the situation evolves, it is crucial for poultry farmers and the public to remain vigilant and adhere to biosecurity measures to protect both animal and human health. The avian flu outbreak in South Dakota serves as a stark reminder of the challenges posed by infectious diseases and the importance of preparedness and response efforts.

Source: *Avi News*



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In business, I believed in three things like supplying Quality chicks to farmers, Providing after sales service and maintaining relation with them in all respects: Dr K. Somi Reddy

Artificial Intelligence in poultry will bring lot of changes on the outlook of poultry farming and the industry. The bird used to give 260 eggs in 72 weeks age, and today the same bird is giving 490 eggs in 100 weeks age due to advancement in genetics and nutrition. Eggs and chicken are necessary as long as people are on this planet.

1000 Egg carts each costing Rs 50,000 will be given to the beneficiaries selected by Andhra Pradesh state government to improve local sale of eggs and to provide employment opportunities to the people which will benefit poultry industry. NECC has budgeted Rs 5 crore for this purpose, said Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd.

Andhra Pradesh has become surplus state in egg production with Rs 5 crore Layer population producing Rs 4 crore eggs a day. Out of it, Rs 2.5 crores eggs are consumed locally in the state and rest of the eggs are exported to other states like West Bengal, Assam, Nagaland, Tripura,



Dr K. Somi Reddy,
Director,
Srinivasa Farms Pvt Ltd

A gold medallist in post graduation, M.V.Sc (Poultry) from APAU, Hyderabad, Dr K. Somi Reddy with 52 years of experience in poultry industry in India is a man and veterinarian with no controversies in the industry, and has contributed greatly to poultry farmers in the coastal Andhra Pradesh. Poultry Fortune Editor, M.A. Nazeer had an interview with Dr K. Somi Reddy, Director, Srinivasa Farms Pvt Ltd. Excerpts:

Arunachal Pradesh and the neighboring districts of Tamil Nadu.

Egg consumption in A.P 109 eggs per annum

Egg consumption in Andhra Pradesh is 109 eggs per annum which stands national average of 106. National Institute

of Nutrition (NIN) recommended a minimum consumption of 180 eggs per head per annum to be healthy citizens. 19.1% of eggs produced in India are from Andhra Pradesh state.

For broiler production, Andhra Pradesh occupies 5th position in the country with 12,000 broiler farmers in the state.

The veteran veterinarian Dr K. Somi Reddy said, disposal of dead birds should be taken up very carefully to avoid spread of diseases and it is a part of biosecurity operation in poultry farms and the farmers should give more emphasis on biosecurity to keep the birds healthy and to get better productivity in the farms. 90% of virus

is causing due to spread of wild birds and it is a main cause for bird flu in the country.

Farmers should identify that prevention is better than cure. Biosecurity, proper vaccination and balanced nutrition will keep the birds healthy and give good results to the farmers. There is a need for foot bath at the entrance of the farms as a measure of biosecurity. There should be 72 hrs gap for sales and technical persons to visit the farms.

Andhra Pradesh does not have any compartmentalization of farms. There should be at least 500 metres distance between the farms.



Dr K. Somi Reddy with B.V. Rao and C. Jagapati Rao

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Dr K. Somi Reddy and Poultry Fortune Editor M.A. Nazeer

37% poultry farms in USA are in open area and the producers will keep the eggs clean.

Dr K. Somi Reddy said that HP vaccine is made available in India with effect from February 14, 2025 and highly pathogenic avian influenza virus

A gold medallist in post graduation, M.V.Sc (Poultry) from APAU, Rajendra Nagar, Hyderabad, Dr K. Somi Reddy joined Venkateshwara Hatcheries in 1973

Hy-Line W-80 is performing extremely well

Dr Somi Reddy said that Hy-Line W-80 layer is performing extremely well and giving good results to the farmers. There are three major layer varieties in the state. In Andhra Pradesh 25 to 28 lacks layer chicks are sold every month.

Dr Somi Reddy dealt with 7,500 farmers from Prakasam to Srikakulam district in Andhra Pradesh. I started my career with a sale of 100 chicks. B.V. Rao always advised us not to differentiate between a small farmer of 500

birds and a big farmer in providing services, and I always followed his advises. He told us that customer is the God.

In business, I believed in three things such as supplying quality chicks to the farmer, providing after sales service and maintaining relation with the customer in all respects, he stated.

Dr Somi Reddy said, artificial intelligence in poultry will bring lot of changes on the outlook of poultry farming and the industry. The bird was giving 260 eggs in 72 weeks age and today the same bird is giving 490 eggs in 100 weeks age due to advancement in genetics and nutrition. Farmer is going to benefit a lot in future due to the advancement, lot of research is going to bring down egg production cost.

Acclimatisation is the main criteria for the life of birds and its laying potential in layers, he told.

Farmer should take finance from the bank and not from the suppliers in the form of credit. This way the farmer will do the farming and the finances more carefully and it will also help the suppliers financially and provide better services to the farming community, Dr Somi Reddy stated.

Changes in Poultry Farming in the coming days

Dr Somi Reddy also



Dr K. Somi Reddy receiving a memento from B.V. Rao. M.P. Sessaiah was also seen in the picture

spoke about how the poultry farming is going to be in the coming days. Poultry farmers and the stakeholders in the sector must adapt to the quickly changing circumstances. As technology evolves to satisfy the demands of poultry farmers and consumers, attention must be given to make things simple for future generations while simultaneously maintaining production segment in the existing circumstances.

1. Sustainability:

Sustainability means resources and ways of using resources should be in sustainable way in considering the long term benefits and consequences. In clear words, sustainability means to leave this world to our children and also to our grand children. Concerning poultry farming the change in carbon foot prints, bird welfare, reduction in chicken death and circular economy will change.

2. Bird Welfare:

In future, it will be essential to provide adequate space, a balanced diet, water, medical attention, shelter

or protection from terror and a natural lifestyle that includes parching, dust bathing, nail sharpening and flapping wings.

3. High Returns with Improved Technology:

To save the health of chickens at a cheaper cost and obtain high returns, sensors, artificial intelligence and remote monitoring are used to evaluate the birds' status and record the climate in the shed.

4. Traceability and Transparency:

As times change, consumers must also assess the quality of the product from each farm (using Block Chain Technology) and produce chicken that satisfies the criteria. By doing this, we can increase the product's quality and may grow in our business.

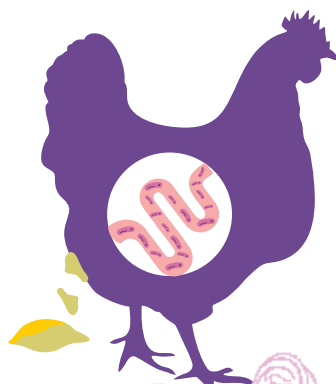
5. Artificial Intelligence-based Farm Management:

Using the internet data collection and transmission by farm management equipment, we can make the best assessments about feed strategy, chicken health and welfare and climate in the shed in



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the days ahead with the use of precise data.

6. Regulation and Certification for Responsible Production:

There are regulations governing the production of food derived from animals. The need for food quality certificates in chicken production is growing and whether the farmers are following ethical practices or not.

The poultry business may flourish and provide food safety for future generations as well as year-round jobs for crores of people if we produce the products based on sustainability, chicken welfare, technological adoption and consumer needs.

Eggs and chicken are necessary as long as people are on this planet. Changes in production methods and production options may change in future. Customers may become more concerned about food quality and hygiene in the future. The majority of children and adults, particularly in India, experience immunological deficiencies, stunted growth and chronic malnutrition due to inadequate protein intake.

To overcome the above issues we need to have inexpensive and unadulterated chicken products. Poultry farming will become more popular across all food producing industries because of its low land requirements, low water requirement

and less environmental contamination.

To produce 1 kg Eggs, it requires 200 litres of water.

To produce 1 Litre Milk, it requires 255 litres of water.

To produce 1 kg Pork, it requires 6000 litres of water.

To produce 1 kg Chicken, it requires 4300 litres of water.

To produce 1 kg Tomato, it

requires 214 litres of water.

To produce 1 kg Beef, it requires 15400 litres of water.

CDC Cancels Workshop on Preventing Bird Flu Infections in Humans

The National Academy of Sciences has canceled a workshop on preventing human bird flu infections after being told to stop work on the event by the US Centers for Disease Control and Prevention (CDC), according to an email sent to one of the workshop presenters and seen by Reuters.

Bird flu has infected 70 people, most of them farm workers, over the past year as it has spread aggressively among cattle herds and poultry flocks.

Experts, including CDC officials during the previous administration of President Joe Biden, warned that further spread of the virus could allow it to adapt in ways that raise the risk it could more easily infect people.

The Department of Health and Human Services, which contains CDC, did not respond to a request for comment on the workshop cancellation. The administration of President Donald Trump has said it is aggressively working to contain bird flu with measures like heightened biosecurity on farms.

The National Academies of Sciences, Engineering, and Medicine workshop was scheduled for June 26 and 27 and expected to discuss best practices for the use of personal protective equipment for people at heightened risk of bird flu, like farmworkers and veterinarians.

Its organizing committee had included workplace health experts, veterinarians and a representative from the poultry and egg industry, according to the event website.

Jenna Gibbs, director of operations at the nonprofit Ag Health & Safety Alliance who was slated to present training materials on the proper use of PPE, said she was told on Monday that the workshop was canceled.

"Unfortunately, the National Academies received a contract termination notification from the Centers for Disease Control and Prevention for the workshop and accordingly, it has been canceled," said an email sent to Gibbs from a workshop organizer and seen by Reuters.

Farmers had requested the workshop after a March forum hosted by the National Academies on the national bird flu response, and there had been a preparatory session as recently as April 22, Gibbs said. "We were in full planning mode."

An advisory on the workshop website says, "On April 23, 2025, the Department of Health and Human Services informed the National Academy of Sciences that it should terminate all work on this activity. This activity has ended, and a final product was not released."

Farm worker advocates have said training and communication about proper PPE use and fit is critical to preventing bird flu infections. During one Colorado bird flu outbreak last year, the CDC said suboptimal use of PPE contributed to farmworker cases.

Federal worker terminations and departures at US health agencies have affected staff working on the bird flu response, according to previous Reuters reporting.

Source: The Poultry Site Newsletter



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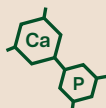
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Mycotoxins in the food chain: Understanding risks and exploring mitigation strategies

Dr Maloshrie Bora, Program Manager - Feed Safety, Trouw Nutrition South Asia

The safety of animal feed is increasingly compromised by a confluence of global challenges, notably mycotoxin contamination. These toxic metabolites, produced by molds such as *Aspergillus* and *Fusarium*, pose significant health risks to livestock and, by extension, to humans consuming animal products. Contributing factors include a shortage of quality raw materials, exacerbated by supply chain bottlenecks and geopolitical disruptions. Climate change further intensifies the issue by altering temperature and precipitation patterns, creating favorable conditions for mold growth and mycotoxin production. Additionally, inadequate storage and transportation facilities, often lacking proper ventilation and climate control, facilitate the proliferation of these harmful fungi. Together, these elements underscore the urgent need for comprehensive strategies to mitigate mycotoxin risks and ensure feed safety.

Even the smallest lapse in post-harvest handling can swiftly trigger the formation of harmful secondary metabolites like mycotoxins. Factors such as delayed drying, inadequate moisture control, and poor storage conditions can create an environment conducive to fungal growth, leading to rapid mycotoxin accumulation. For instance, aflatoxin contamination in maize has been linked to improper drying and storage practices, highlighting the critical importance of stringent post-harvest management to ensure food safety.

Mycotoxin contamination poses a significant threat to various



Dr Maloshrie Bora

stakeholders in the agricultural and food sectors, including farmers, feed producers, food processors, public authorities, and end consumers. These toxic compounds adversely affect animal health by impairing the gastrointestinal tract, suppressing the immune system, and disrupting nutrient absorption, leading to decreased productivity and increased susceptibility to diseases. Implementing a comprehensive 360-degree mitigation strategy—encompassing prevention, detection, regulation, and education—can effectively address this multifaceted issue and safeguard public health and economic interests.

The "Big 6" mycotoxins— aflatoxins, ochratoxins, fumonisins, zearalenone, deoxynivalenol (DON), and T2 toxin—are among the most prevalent and toxic secondary metabolites produced by molds affecting agricultural commodities. These toxins impact various species differently; for instance, aflatoxins primarily affect liver function in mammals, while zearalenone exhibits estrogenic effects leading

to reproductive issues in ruminants and pigs. The incidence and severity of mycotoxin contamination are influenced by environmental factors such as temperature, humidity, and rainfall, which can create conducive conditions for mold growth and toxin production. Not all mycotoxins are equally toxic across species; for example, DON is highly toxic to swine, whereas poultry are less affected. Climate change exacerbates the problem by altering weather patterns, potentially increasing the prevalence and distribution of mycotoxins in crops.

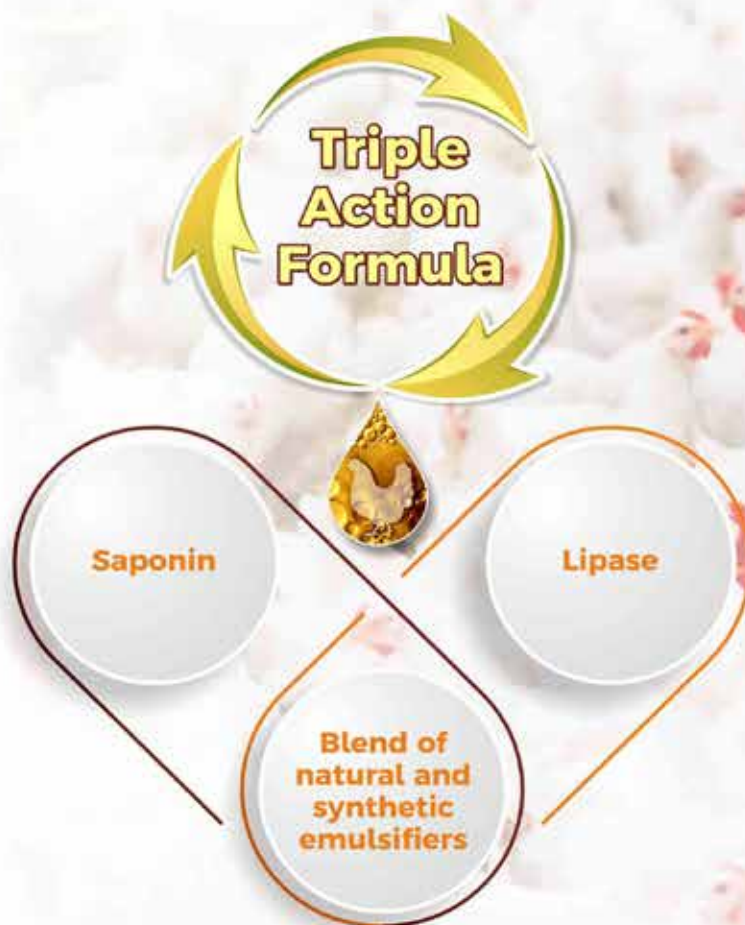
Aflatoxins occur worldwide in feed and feed stuffs which results in severe economic loss to poultry and livestock industries. The extent of Aflatoxin contamination varies with geographic location, farming methods and the susceptibility of commodities to fungal invasion during pre-harvest, storage, and processing periods. Numerous studies showed negative effects of Aflatoxin in broiler chickens including a decrease in the efficiency of feed utilization and body weight gain, liver damage, poor immune response, and increased mortality. Aflatoxin is shown to induce pathological alterations in important organs such as the liver, kidneys, and lymphoid organs. Furthermore, the transmission of aflatoxin B₁ (AFB₁) and its metabolites from feed to animal edible tissues and products, such as the liver and eggs, becomes particularly important as a potential hazard for human health. Given the global economic importance of Aflatoxin, many strategies have been tried to minimize their negative impact. A successful prevention strategy

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must be economical and capable of eliminating all traces of toxin without leaving harmful residues and should not impair the nutritional quality of the commodities. Extensive research has been carried out using adsorbent (binder) materials that adsorb to Aflatoxin molecule by means of ion exchange and thereby preventing their absorption into blood circulation. Among various binding agents, clays and yeast cell wall materials are the most tested. Silicates are the main group of clays that are studied extensively in terms of Aflatoxin binding. These include tectosilicates (zeolites), 1:1 phyllosilicates (kaolinite), 2:1 phyllosilicates (smectites, vermiculites, chlorites, micas) and sepiolite. All silicates, however, are not the same in terms of their ability to bind Aflatoxin and among the above, smectites have shown greater binding efficacy against Aflatoxin. The ability of smectite clays to bind mycotoxins depends on pH in the gut, molecular arrangements, and its geographic region of origin. Smectite clays possess high Aflatoxin adsorption capacity due to its high surface area, ion exchange capacity, and ability to swell in the presence of water, and the efficacy has been proven in vivo in broiler chickens. The leading hypothesis on the bonding mechanism between adsorbed aflatoxins and smectites is the electron donor-acceptor (EDA) model. Other models such as selective chemisorption, H-bonding, and bonding through furan rings were proposed. The supplementation of smectite clay in feed to aflatoxin challenged broilers considerably reduced the magnitude of toxic effects of aflatoxin and improved growth and immune response. Hence, smectite clay could be successively used in feed to ameliorate the toxic effects of aflatoxins in broiler chickens.

Aflatoxin B₁ (AFB₁), deoxynivalenol (DON) and ochratoxin A (OTA) are ones of the most common and dangerous mycotoxins. AFB₁,

produced mainly by *Aspergillus*, is one of the most poisonous toxins, which is classified as Group I carcinogen by the World Health Organization due to its hepatotoxicity, immunotoxicity, mutagenicity, genotoxicity, and carcinogenicity on variety of animals. DON, produced by many *Fusarium* molds, contamination in feeds induces anorexia, emesis, and damage to intestinal barrier and immune function in animals through suppressing the synthesis of nucleic and proteins. OTA, a toxic metabolite from *Aspergillus* and *Penicillium* molds, possesses hepatotoxic, nephrotoxic, neurotoxic, immunotoxic, and teratogenic effects on liver and kidney. Long-term epidemiological investigations have shown that most of the global feed is exposed to more than one mycotoxin, and mycotoxin contamination of food and animal feed is a worldwide problem. Meanwhile, when three mycotoxins co-existed in the poultry feeds, their interaction have been further associated with significant alterations in the productivity and profitability of animals. Therefore, development of remediation strategies to prevent or mitigate the mycotoxicosis is imperative.

Trouw Nutrition's TOXO® range offers a suite of mycotoxin binders designed to mitigate the negative effects of mycotoxin contamination in animal feed. These products are formulated to support animal health and performance by reducing the bioavailability of harmful mycotoxins. These products are part of Trouw Nutrition's comprehensive approach to mycotoxin risk management, aiming to ensure feed safety and optimize animal health and performance.

TOXO®-MX: Precision for Aflatoxins

TOXO®-MX is a specialized binder formulated to combat aflatoxins, particularly Aflatoxin B₁, which can adversely affect dairy cows and other livestock. By incorporating purified smectite clays, TOXO®-MX

effectively reduces the bioavailability of aflatoxins in the gastrointestinal tract. This reduction leads to a significant decrease in the excretion of Aflatoxin M₁ in milk, ensuring compliance with regulatory standards and safeguarding consumer health. Additionally, TOXO®-MX enhances feed efficiency, as evidenced by improved milk production per kilogram of dry matter ingested in dairy cows.

TOXO®-XL: Comprehensive Protection Against Fusarium Mycotoxins

TOXO®-XL is an advanced binder designed to address the challenges posed by *Fusarium*-related mycotoxins, such as trichothecenes and fumonisins. This product combines smectite clays with specifically selected glucose biopolymers and purified β -glucans, which work synergistically to reinforce intestinal barrier function and modulate the immune response. The result is a comprehensive solution that not only binds and eliminates mycotoxins but also mitigates performance impairments caused by their exposure.

TOXO®: Broad-Spectrum Mycotoxin Binder

TOXO® serves as a versatile, broad-spectrum mycotoxin binder suitable for various animal species. It utilizes smectite clays to effectively reduce the bioavailability of a wide range of mycotoxins, including aflatoxins, ochratoxins, and zearalenone. By preventing the absorption of these toxins, TOXO® helps maintain animal health and performance, making it an essential component of comprehensive mycotoxin risk management strategies.

Collectively, the TOXO® product range represents a holistic approach to mycotoxin risk management, integrating advanced scientific formulations to protect animal health and ensure the safety of the food chain.



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

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

Poultry Water Quality Checklist

A critical component of biosecurity is the availability of high-quality water on farm premises. Clean, safe water to cool birds, and clean facilities and equipment without contamination are needed. Because, disease-causing agents may be carried by water, the decisions made about where to get water and how it's handled are critical to the health of birds.

1. Is the drinking water quality maintained at a standard suitable for use in poultry production? (Yes / No)
2. Are waterlines, header tank, and shed tank cleaned thoroughly between flocks? (Yes / No)
 - Precaution is taken when leaving organic acids in mixing tanks and the drinking lines. (Yes / No)
 - Checked for blocking of pipe nipples or slime formation. (Yes / No)
 - Flushed drinking lines before the new flock to remove biofilm issues. (Yes / No)
 - Used sanitizer or acidifier for flushing the water systems. (Yes / No)
3. Has the system been flushed shortly before the delivery of the day-old chickens? (Yes / No)
4. Does the system of drinkers use the same during the different phases of production (chicks to growers)? (Yes / No)
5. Which type of drinkers is in use during rearing? (Bell or Pipe Nipple drinkers).
 - In pipe nipple drinker, maintain chick drinker angle at 35-45° Cup to 14 days & 75-85° after 14 days (Yes / No)
 - In bell drinkers, the lip should be at level with the back of birds (Yes / No).
6. What kind of pipe nipples? (Nipple/Cup)
7. Can small birds easily activate the pipe nipples? (Yes / No)
8. Are there enough drinkers / pipe nipples per bird installed? (Yes / No)
9. Can the birds easily find and drink water? (Yes / No)
10. For day-old chicks, is there enough light to find water from the start? (Yes / No)
11. Is the height of the drinkers correct? (adjust it over time as the chicks will grow) (Yes / No)
12. Are water sources fresh, cool, and clean? (Yes / No)
13. Is there a separate shed tank available for water medication? (Yes / No)
14. Is the quality and quantity of water and delivery system suitable for the type and age of birds? (Yes / No)
15. Is water from a secure and clean underground bore water kept in a closed overhead or shed tank system to avoid any open exposure to the air or contamination? (Yes / No)
16. Does all the water supplies test seasonally to ensure that each facility meets the required standards? (Yes / No)
 - Are the records of these tests retained? (Yes / No)
 - Is this process monitored regularly? (Yes / No)
17. Does the water tests have failed in three-monthly testing? Yes / No
 - Is monitoring conducted and recorded daily? (Yes / No)
18. Is the microbiological validation of treatment systems effectiveness carried out seasonally, or as approved by the processor? (Yes / No)
19. Is there an effective treatment of supplied water implemented to reduce physical contamination? (Yes / No)
20. When water does not meet the standard, are they treated through sanitizing & acidifying agents, to ensure the standard is met & checked regularly? (Yes / No)
 - Is there a water sanitizing & acidifying system in place for the production area? (Yes / No)
 - If the source of water is from different borewells, does the hardness level tested & recorded seasonally from all the sources? (Yes / No)
 - If sanitization through chlorination is used, does the chlorine level tested daily and recorded? (Yes / No)
 - If acidification through an acidifier is used, does the pH level tested daily and recorded? (Yes / No)
 - Is the dosage of the acidifier and sanitizer decided based on the pH & hardness level of the water? (Yes / No)
 - During sanitation and acidification of water, is the minimum 30 minutes contact time before use achieved? (Yes / No)
 - Is the ORP (oxygen reduction potential) been monitored daily

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to know the efficacy of sanitizer and acidifier efficacy? (Yes / No)

- Is the effectiveness of sanitization and acidification confirmed by independent microbiological testing on a seasonal basis if required? (Yes / No)
 - Are production area records demonstrating the effectiveness of water treatment kept? (Yes / No)
21. Checklist followed for effective and ineffective sanitation & acidification is mentioned below.

Effective sanitation and acidification

- correct dosage of sanitizer and acidifiers
- an adequate duration of chemical concentration level in water (contact time)
- accurate monitoring (flow rates, dosing volumes and other parameters)
- reliable operation of equipment
- avoiding contamination of water after it has been sanitized & acidified
- adequate water storage facilities

Ineffective sanitation and acidification

- intermittent use of sanitation & acidification system
- minimal monitoring of sanitizer and acidifier levels
- open storage systems
- incorrect dosing of sanitizer and acidifier
- inadequate pre-treatment of water
- problematic equipment (or poor maintenance)

- ineffective products
- mixing of rainwater or recycled water with sanitized and acidified water
- inadequate contact time

22. After all the check lists, does the water consumption of the flock monitored regularly or while using the medication water alone? (Yes / No)
23. If water usage remains unchanged for more than a day or two, does the identification of the cause done with a proper checklist? (Yes / No)
- Drinker line height (too high/too low)
 - Air locks in the water system
 - Water line pressure does not correct for the age of the bird
 - Clogged water drinkers
 - Dramatic change in light intensity
 - Frequent changes in day length
 - Feed changes or feed outages
 - Water treatments /additives
 - Birds are sick
 - Too many birds per drinker (due to migration or bird placement numbers in the house)
24. Is the sign board hanging inside the shed with Dos and Don'ts of water management? (Yes / No)

Do's

- Clean drinker twice a day
- Maintain water tank under shade
- Store water sanitizers in cool and dark places
- Daily check out for water sanitizers available in store (Quantity and quality)
- Clean the drinker after raking the litter

Dont's

- Do not store water more than one day in shed water tank.
- Do not administer water in bent pipelines
- Do not keep Water sanitizers on top of the tank
- Check the compatibility of medicine in drinking water with sanitizer used
- Do not multi source water to the birds

25. Is a copy of the current water quality parameters manual held in the production area readily available? (Yes / No)
26. Has the staff been given instruction / suitable training in the relevant water quality procedures? (Yes / No)

Even after these issues have been evaluated and handled, mechanical, maintenance, and monitoring considerations including sanitization and acidification can have an impact on the efficacy of water quality. Identifying discrepancies in water use patterns can be a valuable technique in determining the underlying reasons for performance concerns. Water quality remains one of the most basic and useful measures a poultry owner can employ to track flock progress. Poultry producers can use the mentioned information as a guideline to create a checklist for flock performance, as well as encouraged to design their usage patterns.



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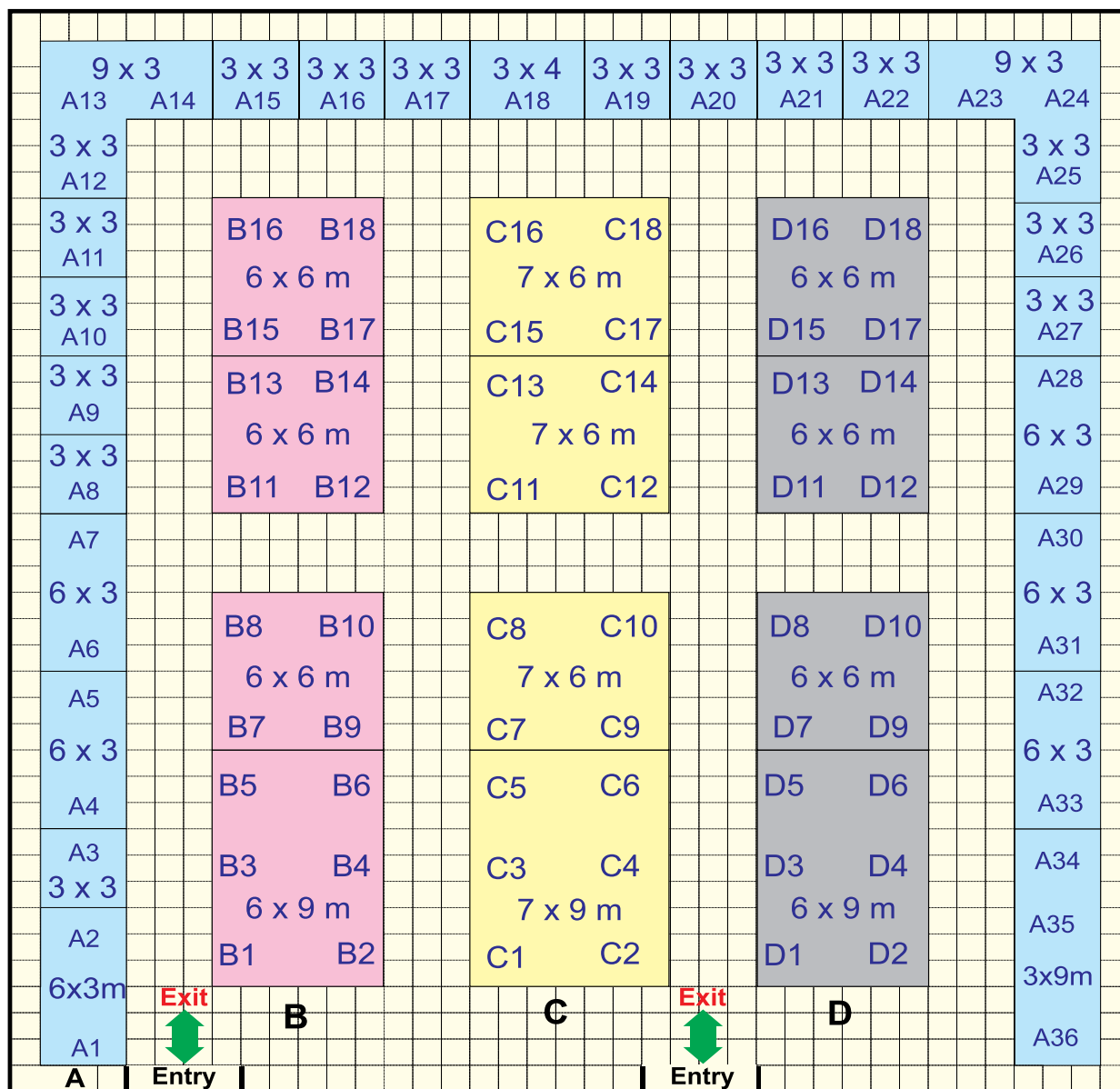
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Impact Of Ammonia And Humidity On Poultry

Introduction

In the world of poultry farming, two significant concerning factors are litter ammonia and relative humidity. The presence of ammonia gas released by uric acid decomposition in bird droppings is referred to as the litter ammonia level. High quantities of litter ammonia may negatively impact the respiratory system, eyes, and feet, resulting in decreased production and increased mortality rates. Relative humidity, on the other hand, refers to the amount of moisture in the air. Maintaining adequate humidity levels is critical for preventing pathogen growth and infection.

Poultry excreta comprises undigested feed protein and uric acid, which microbial enzymes convert to ammonia (NH₃). Several litter characteristics, including pH, temperature, oxygen, moisture concentrations, and substrate availability, influence this conversion. The recommended limit for ammonia in a chicken shed is less than 10 ppm, however, up to 25 ppm is not detrimental. Ideally, the relative humidity should range between 50 and 70%. The rainy season, defective foggers, insufficient ventilation, water leaks, and other factors all contribute to increased humidity inside the shed.

Ammonia levels and humidity in poultry houses are interconnected. High relative humidity can exacerbate the adverse effects of high blood ammonia levels in poultry. In humid environments, more NH₃ may be dissolved in the air droplets and inhaled into the blood during respiration by birds, consequently increasing the blood ammonia content. When ammonia gas is

► **Elevated ammonia from litter and excess humidity in poultry sheds are critical concerns impacting bird health, performance, and overall productivity.**

► **Ammonia causes respiratory tract damage, eye and foot lesions, and leads to poor growth and reduced productivity due to inflammation and toxicity.**

► **High relative humidity exacerbates ammonia toxicity by promoting NH₃ dissolution in the air and inhibiting litter drying, leading to increased ammonia accumulation.**

► **Integrated farm management practices—like proper ventilation, poultry shed temperature, litter management are essential. Phytogenic feed additives further help mitigate the issue by optimizing peristaltic movement of the gut which increases time for the protein and other nutrient utilization by the birds. This increased protein utilization leads to reduced excretion of nitrogen which in turn decreases the production of ammonia level in litter.**

exposed to moisture, it reacts and forms a corrosive solution called ammonium which causes harm to birds. Additionally, high humidity can hinder the evaporation of moisture from the litter, causing it to retain more ammonia.

Deleterious Effects on Poultry:

1. **Respiratory Issues:** High levels of ammonia in the poultry house air can cause respiratory problems for

the birds. Ammonia gas affects the trachea's mucosal surface, causing paralysis of cilia, sometimes deciliation of epithelial cells, and causes necrosis of the mucosal epithelium.

2. **Foot Lesions:** The constant exposure of poultry to ammonia can cause severe foot lesions by causing chemical burns on the foot pads of birds, leading to painful and debilitating footpad dermatitis.
3. **Eye Lesions:** High concentrations of atmospheric ammonia for a prolonged duration causes irritation, conjunctivitis, and damage to the cornea of the eyes. Swelling and reddening of the eyelids, irritation, reddening of the conjunctiva and nictitating membrane, and partial or complete closure of the eyes are common clinical signs.
4. **Reduced performance.**

How to prevent it:

Along with farming management like dietary management, stocking density, proper ventilation, house temperature, litter management, etc., other supplements like Phytogenic Feed Additives can be supplemented in a poultry diet. A phytogenic feed additive increases the digestibility of nutrients within the gastrointestinal tract and reduces the gut inflammation caused by stressors. Thereby may considerably increase the gut integrity of the birds. Phytogenic feed additives also alter gut microflora, minimizing the adverse effect of harmful bacteria on the gut. Less undigested and unabsorbed nutrients will be excreted through faeces from a healthy gut,

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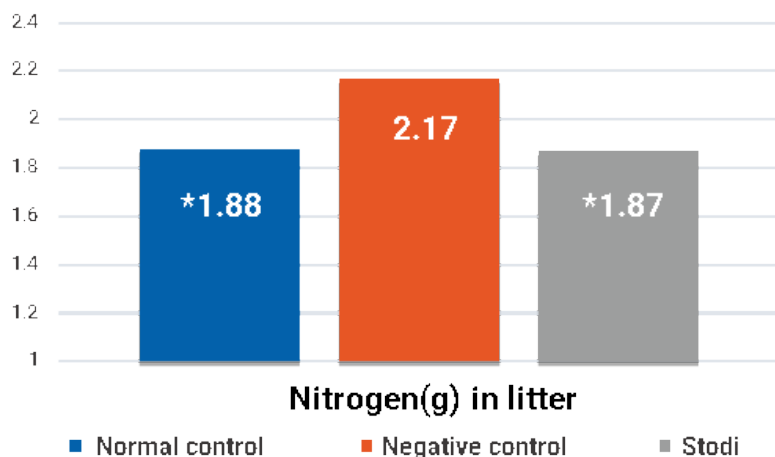


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Reduction in Litter Nitrogen(g/100g of litter)



which means less nitrogen excretion.

STODI, a Standardized Botanical Powder, is crafted with scientifically selected herbs improving the efficiency of feed utilization and overall performance of the birds. In various studies, it has been found that STODI supplementation has significantly reduced litter nitrogen(g/100g of litter) as compared to group without supplementation. STODI maintains the gut integrity and peristaltic movement of the gut which increases time for the protein and other nutrient utilization by the birds. This increased protein utilization leads to reduced excretion of nitrogen which in turn decreases the production of ammonia level in litter. Along with this STODI has shown to improve the gut microbiota level and gut immunity of the birds.

In conclusion, the combined impact of ammonia and humidity in the world of poultry farming underscores the critical importance of maintaining a balanced and controlled environment for the well-being and productivity of the birds. High levels of ammonia in poultry houses can lead to a range of deleterious effects. STODI, a polyherbal formulation has shown to reduce the ammonia level in litter with improved nutrient utilization and gut microbiota balance.

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