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Inside ...

Editorial:
National Maize Survey &
Production Exercise



3000 poultry farmers
attend Poultry
Conclave by IB Group
for a developed
poultry nation



Crowdfunded Initiative

– A Nationwide Maize

Survey

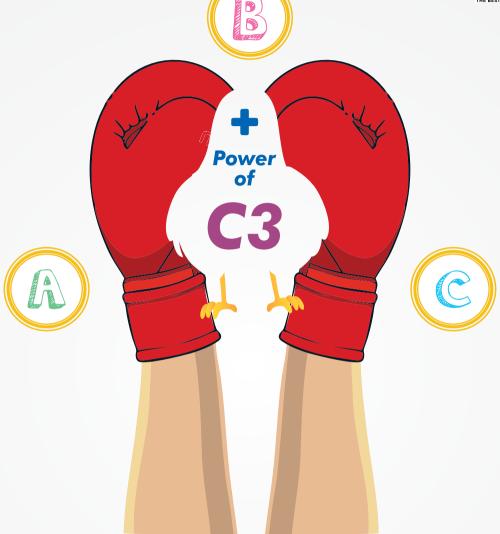
Government and Poultry industry Collaborate to Prevent Bird Flu Outbreaks

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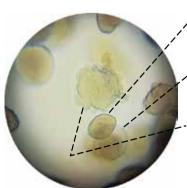
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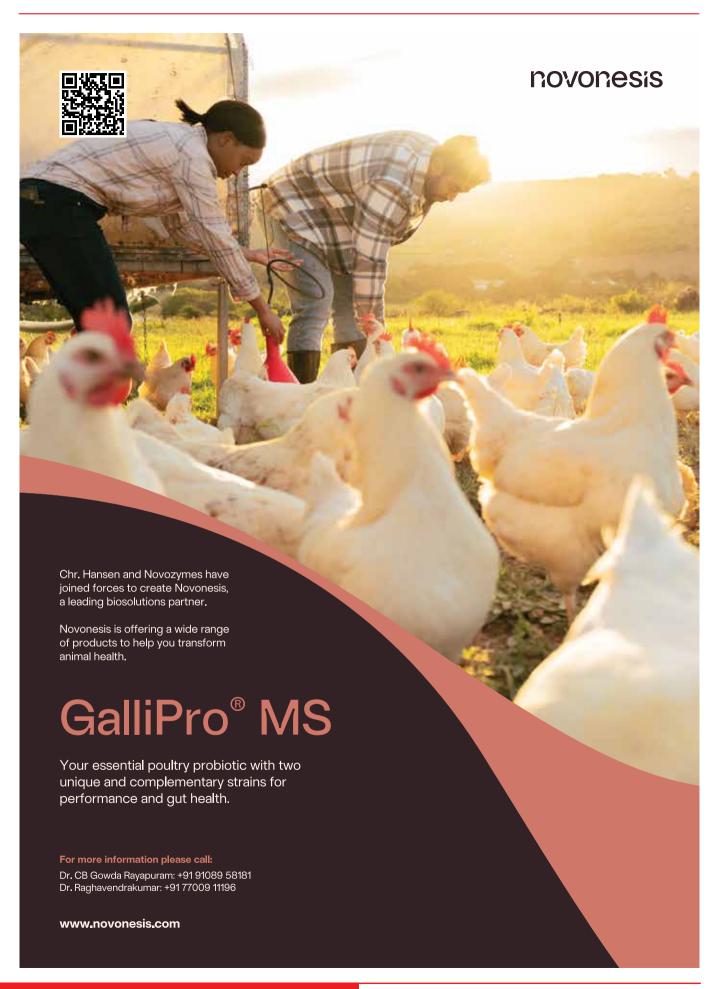
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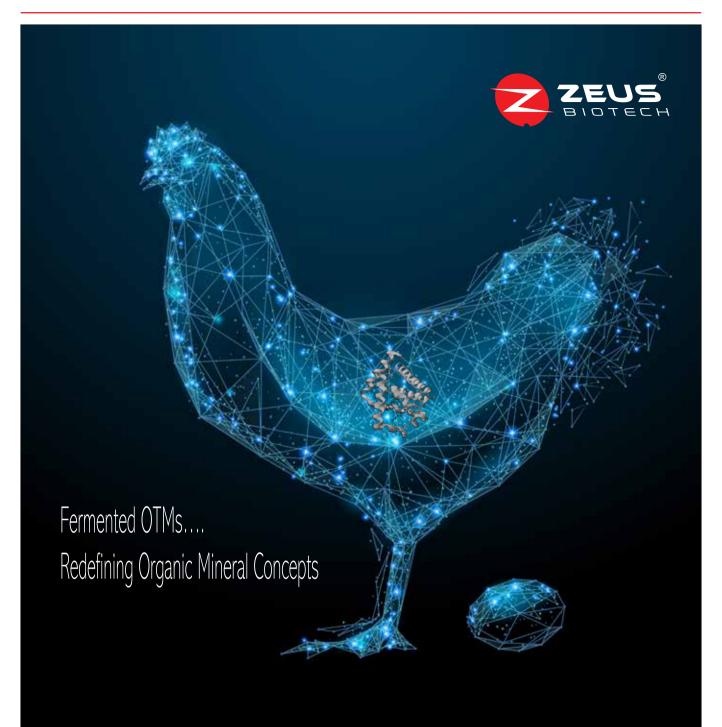












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- Editor



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KPFBA with the support from other bodies in Indian poultry initiates **National Maize Survey & Production Exercise**

As long as the challenges are within tolerable limits, chicken manages through its reserves, adjust to the situation and come out with little / no damage. Stress is the situation when these challenges are more intense or greater numbers, resulting a serious chemical, physical and psychological changes in chicken with harmful consequence. The 3 stages of Stress are ALARM, ADAPTATION & EXHAUSTION.



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

Karnataka Poultry Farmers & Breeders Association initiated

the concept of "crowdfunding" to fund "National Maize Survey & Production" exercise with the financial support from CLFMA of India, Poultry Federation of India, Poultry Breeders Coordination Committee (VenCobb), Broiler Coordination Committee, Telangana Poultry Breeders Association, West Bengal Poultry Federation, Maharashtra Breeders Association, Central India VenCobb Broiler Breeders & Hatcheries Association and Odisha Poultry Association.

The working committee's first meeting was held on 9 April 2025 at Novotel, Hyderabad Airport. The project plans to start with a selected vendor from the Kharif 2025 season. Maize is the most important raw material for poultry sector. Approximately 68% to 72% is feed cost, with 60% maize, for producing one Kg of live broiler, and approximately 70% of the feed cost is 55% maize, which is used to produce one table egg. We can estimate Indian maize production seasonwise and take corrective action for production planning, if needed. The poultry sector can inform the Ministry of AH, Dairy, Fisheries & Poultry of maize supply and impact policy changes, if necessary. Share this data with the Ministry of Agriculture, its policy / action on a need basis. Share this data with the Ministry of Commerce for its attention and action, if needed. Share data with the Ministry of Petroleum as they divert maize from time to time for Ethanol production. Based on this data, we can suggest

solutions for the Government of India's GM and non-GM policies. Data will also impact the outlook for Maize DDGS. India having 700 districts of which 550 districts are agriculturebased economy and 207 of these are maize growing districts. The survey will meticulously capture the crop's health during its growth phase, temperature, humidity, rainfall, land area under maize cultivation, yield calculations per acre, factors impacting yield, etc., in real time.

This nationwide scientific maize survey is to understand and forecast production on throughout the year across all three seasons. The key highlight is that multiple poultry associations have come together for the first time to conduct this survey through crowdfunding.

Venky's India Limited organized technical seminars in second week of April at Kochi Raipur, Varanasi and Lucknow. Dr Christian Luckstadt, Technical Director, Feed ADDCON, an expert in animal nutrition from Germany spoke on "Novel Ways to Improve Gut Health and Nutrient Absorption." Dr Prasad Kulkarni, Incharge South Asia, Feeds ADDCON was technical support in the Seminars. Dr Christian emphasized 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. He also discussed the role of acids in poultry with a focus on sodium diformates.

3000 poultry farmers attended Poultry **Conclave** organized by IB Group for a developed poultry nation at Raipur, Chhattisgarh on 7 and 8 April 2025. In the two-day poultry conference, many announcements and schemes were also launched for the farmers along with technical information. Under the Samridhi Yojana, IB Group announced to give Rs 25,000 each to



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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Send a letter: Letters to the Editor must include writer's full name, address and personal telephone and mobile numbers. Letters may be edited for purposes of clarity and space. Letters should be addressed to the Editor:

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EDITORIAL From the Editor...

farmers for the birth of a girl child and her marriage. Mr Bahadur Ali said that farmers progress and development is important for him when they join IB Group with the integration farming. He wished that farmers should become Crorepati with broiler farming.

Cobb - Vantress Inc has six pureline pedigree farms in USA and is producing and supplying GGPs (Great Grand Parents) and GPs (Grand Parents) in over 100 countries in the world, said Mr Sandy Irawan, Associate Director of Key Accounts, Cobb Asia - Pacific and Mr Trevor Gies, Global Marketing Head, Cobb-VantressInc, USA, in an interview with the Editor of Poultry Fortune during VIV ASIA 2025 on 13 March 2025 at Bangkok. Mr Sandy Irawan said that Cobb 500 is known as the world's most efficient broiler for over 10 years now. In India, Vencobb 430 brand broiler breed is produced and supplied by Venkateshwara Hatcheries Group broiler breeding division. VHPL imported Cobb lines from our Cobb-Vantress Inc and Mr Sandy Irawan said that Cobb-Vantress Inc continue to support VHPL Group whatever they need in India. We have a partnership with Venkateshwara Hatcheries in India and we work together to develop broiler purelines in India. We help VHPL in their 'queries and questions' they have in developing lines. Cobb – Vantress Inc supplies Cobb Broiler Grand Parents to some countries and parents stock to other countries. We have about 600 million Cobb broiler parents globally with approximately 30% parents stock market share, stated Mr Sandy Irawan.

In the Articles section, **Stress & Poultry** Production, authored by Dr B C Dutta, stated that Stress is a state of worry caused by a difficult situation, a natural response to address challenges & threats in life. Stress is a situation just opposite to comfort. chicken has a limited amount of stored up resources to help adapt to unstable conditions, a challenge or a threat. As long as the challenges are within tolerable limits, chicken manages through its reserves, adjust to the situation and come out with little / no damage. Stress is the situation when these challenges are more intense or greater numbers, resulting a serious chemical, physical and psychological changes in chicken with harmful consequence.

The 3 stages of Stress are ALARM, ADAPTATION & EXHAUSTION.

The first stage is Alarm, a short neurological stage. It is the 'fright or flight' reaction based on adrenalin release which triggers the release of glucose into the blood & helps the bird prepare to power to escape. Adaption is next, where hormones are released to control the long-term effects of stress as they adjust to the new changes in their environment. There may be elevated cortisone levels in the blood, which arrange release of glucose from the body's reserves of carbohydrates, proteins & fats to help the bird to adjust to the stressor. Diseases associated with long term stress, like diseases heart, digestive system, metabolic imbalances and susceptibility to disease, are all attributed to high corticosteroid production in managing long term stress. The third stage, Exhaustion occurs when chicken does not recover from the stressor, its body reserves depleted, and the normal metabolic function fails with death of the bird.

Another Article titled, Infectious Bronchitis control: protection and prevention, authored by Marco Aurélio Elmer Lopes, Global Poultry Marketing Director, Mathilde Lecoupeur, Vaccination Services Manager, Guillermo Gonzalez & Jean Leorat, Veterinary Services Managers, Ceva Santé Animale, discussed that the Infectious Bronchitis (IB) is a highly contagious viral disease that significantly impacts poultry production worldwide. Protecting poultry flocks against IB is crucial for maintaining productivity, ensuring animal welfare, and securing the profitability of the poultry industry. Vaccination is the most effective method for controlling IBV. Live attenuated vaccines are commonly used in day-old chicks to provide early immunity. Because IBV has multiple strains, vaccination programmes often employ a combination of vaccines to induce broad-spectrum protection. Proper administration and timing of vaccination are critical for optimal immune response. The protection of poultry against Infectious Bronchitis is essential for sustainable poultry production. A comprehensive approach that includes effective vaccination, stringent biosecurity and proper flock management is necessary to mitigate the risks associated with IBV. By adopting these measures, poultry producers can safeguard flock health, improve production efficiency, and minimise economic losses, ensuring a stable and profitable poultry industry.

Another Article titled, Litter amendment could be compromising health, Safety and Productivity, the average broiler chicken grower can expect to lose 1-5% of their chicks each 45-day production cycle. Managing a flock in the early days is a delicate balancing act - keeping them warm (but not too warm), eating and drinking (but not too much or too little), and thriving and all of that without breaking the bank. Litter management can seem basic. But it's one of those things – when it's working properly, it blends into the background. When it's not, it can be a downright mess the choices you make about litter amendment can impact the welfare of your animals. It can impact the quality and lifespan of your equipment and your barn. And it can impact your bottom line in more ways than one. Your litter amendment choices are likely influenced by cost, availability, and farm conditions. They are vital in reducing moisture, managing ammonia emissions, controlling pathogens, optimizing air quality, and maintaining overall litter health. Several types of litter amendments exist, including acidifiers, adsorbers, microbials and alkaline materials. Acidifiers like alum and sodium bisulfate lower pH levels to reduce ammonia volatilization. Adsorbers like zeolites and diatomaceous earth absorb moisture and gasses, while microbial treatments introduce beneficial bacteria to break down organic matter.

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.

M.A.Nazeer Editor & Publisher Poultry Fortune



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INFAH National Seminar 2025 focuses on Strengthening Animal Health and it Economics through Public-Private Partnerships

In the day-long event, over 100 delegates, including scientists, academicians, policymakers, regulators, and industry leaders, participated to deliberate on advancing veterinary health through Public Private Partnerships.

New Delhi, March 20, 2025

– The Indian Federation of
Animal Health Companies
(INFAH) hosted its National
Seminar 2025 at the India
Habitat Centre, New Delhi,
themed "Strengthening
Animal Health and its
Economics through PublicPrivate Partnership for
Viksit Bharat."

In the day-long event, over 100 delegates, including scientists, academicians, policymakers, regulators, and industry leaders, participated to deliberate on advancing veterinary health through Public Private Partnerships.

INAUGURAL SESSION

Dr Anup Kalra, Joint
Secretary, INFAH, opened
the session by highlighting
the evolution of INFAH as
a pivotal bridge between
government, academia and
industry, and emphasized
that collaborative models
are crucial to realizing
India's Viksit Bharat goals.

Dr Shirish Nigam,

President, INFAH, delivered the welcome address, reiterating that while business can drive progress 364 days a year, one day must be dedicated to industry introspection and united advocacy. He outlined INFAH's commitment to policy reforms and presented key demands to the Ministry for regulatory clarity, faster product approvals, and technology enablement. He also acknowledged the support from current management committee comprising of Dr Aman Syed, Vice President, Dr Anup Kalra, Joint Secretary, Dr Manoj Sood, Treasurer, as well as Executive members Dr Vijay Makhija, Mr Vijay Teng, Mr Satish Pasrija, Dr Arun Atrey, Mr Gautam Chatterjee, Ms Ashwini Deshpande, Dr Vinayak Surve and Mr Sushanta Dey.

KEYNOTE ADDRESSES

Prof. Dr S. P. Singh Baghel, Minister of State for Fisheries, Animal Husbandry & Dairying, served as the Chief Guest. He expressed his admiration for INFAH's proactive role and emphasized that while laboratories are critical, outcomes must reach quickly, and that farmers and animals truly benefit. He called PPP models the "most successful approach" for rural transformation. The minister also mentioned that animal husbandry is not a parallel economy; it should be considered

a primary sector. The government aims to double farmers' income, and livestock farming is crucial in achieving this goal.

Ms Alka Upadhyaya,

IAS, Secretary, DAHD, delivered the Thematic Address, emphasizing a One Health approach and public-private convergence to tackle antimicrobial resistance (AMR), zoonotic threats and animal welfare challenges. She shared how India is now 100% self-reliant in vaccine production for livestock sector. She even demonstrated recent studies which highlight the importance of deworming before vaccination to improve animal health. She also highlighted the issue of mastitis and called for a nationwide program to address mastitis awareness and prevention. Madam Secretary acknowledged the critical role INFAH plays in shaping policies for the livestock sector and called for increased engagement between policymakers and industry stakeholders before formulating regulations.

Dr Abhijit Mitra, Animal Husbandry Commissioner, Ministry of Fisheries, Animal

Husbandry & Dairying, highlighted the issue of Anti-Microbial Resistance (AMR) and shared how INFAH is helping by providing the data on the sale of Antimicrobials in animal health. He also reiterated the importance of government, industry, and research institutions working together to achieve self-reliance in veterinary medicine and improve animal health standards.

Mr Abhay Mahajan,
KVK, DRI, Chitrakoot,
emphasized holistic rural
development through
ethnoveterinary practices,
traditional knowledge,
and youth empowerment.
He mentioned the aim
should be to expand the
Chitrakoot model beyond
MP and UP to other regions
of the country.

Dr Raghavendra Bhatta, DDG (Animal Science), ICAR emphasized on the livestock sector's contribution to the economy and India's goal to be PPR and rabies-free by 2030. He encouraged the industry to align with global export standards and leverage the growing market for preventive animal health solutions. He encouraged all participants to shift mindset from "PPP" to "Partnership for Prosperity".

Dr Gauri Shankar, Deputy Drugs Controller, CDSCO, shared CDSCO's progress with digital platforms like Sugam and underscored the need for mutual trust and accountability in regulatory pathways to



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foster innovation.

Dr Hirofumi Kugita,

Representative for Asia-Pacific, World Organisation for Animal Health (WOAH), through his message highlighted international collaboration for disease surveillance and control. He emphasized aligning India's veterinary health standards with global guidelines to improve trade access and animal welfare outcomes.

TECHNICAL SESSION HIGHLIGHTS

Session 1: Topic of "Public-Private Partnerships in Animal Health & Nutrition"

Chairperson: Dr Raghavendra Bhatta, DDG (Animal Science), ICAR

Dr P. K. Shukla, President, Indian Poultry Science Association,

Dr Praveen Malik, CEO, Agrinnovate India Ltd.

Keynotes of the Session:

Identified key roadblocks in testing protocols and regulatory timelines and called poultry India's "protein factory" and outlined innovations in feed efficiency, circular economy practices, and waste minimization to combat malnutrition. Advocated for better technology transfer, nutrition security, and disease surveillance.

Session 2: Topic of "Regulatory Framework for Animal Health Drugs & Biologicals"

Chairperson: Dr Praveen Malik, CEO, Agrinnovate
India Ltd

Dr Arun Atrey, Managing

Committee, INFAH

Dr Gauri Shankar, Deputy Drug Controller, CDSCO

Dr M. Kalaivani, Senior Scientific Officer, Indian Pharmacopoeia Commission

Dr Nitin Bhatia, Member of INFAH Subcommittee

Dr D.J. Kalita, Member of INFAH Subcommittee

Key notes of the session:

Discussed IPC's initiative to draft vaccine monographs and supported waivers based on global benchmarking.

The session stressed that a unified, efficient framework will de-risk innovation and fast-track animal health solutions.

Session 3: Topic of "Imports & Exports of Veterinary Products"

Chairperson: Dr Indrajeet Singh, Vice Chancellor, Bihar
Veterinary University

Dr Manoj Sood, Treasurer, INFAH

Dr Gagan Garg, Deputy Commissioner (Trade), DAHD

Dr Vijay Makhija. Managing Committee, INFAH

Dr Shyam Vane, Member of INFAH Subcommittee

Key notes of the session:

Outlined regulatory inconsistencies and called for standardized classifications of feed additives, medical devices, and diagnostics as well as single window clearance.

Emphasized the need for policy predictability, indigenous manufacturing, and incentives for global veterinary product exports.

Session 4: Topic of "Ayurveda & its Role in Animal Health"

Dr Mohan ji Saxena, shared his wisdom and thoughts on health & ayurveda. He highlighted how our economy is going to be affected due to animal health. He appealed everyone to think of not just being healthy but Health Index. He also encouraged for scientific validation of Ayurveda for mainstream application in animal care and emphasized the importance of hygiene, immunity and nutrition in animal care.

Session 5: Topic of "Navigating the Intellectual Property & Trade Regime"

Dr Manisha Shridhar.

Regional Advisor (WHO SEARO), delivered a compelling address tracing the history of IP—from the Paris and Berne Conventions to TRIPS. She emphasized India's opportunity to lead global innovation by bridging traditional knowledge with patent systems, and the value of technology transfer via models like the Bayh-Dole.

Way Forward

A comprehensive report compiling all session discussions and outcomes will be submitted to the Hon'ble Minister and DAHD. This will serve as a roadmap for targeted policy actions and collaborative innovations in animal health.

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Profitability in Eggs & Broiler Farming.

To come out with ideas for Export of Eggs & Chicken.

To Promote Domestic Consumption of Eggs & Chicken.

To further Strengthen Poultry industry.

To register your participation in the Conference, Contact: 70329 19554, E: update.iipe@gmail.com





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PF Awards 2025

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Dr Anup Kalra, Joint Secretary, INFAH, opened the session.



Dr Shirish Nigam, President, INFAH, giving welcome address



Dr Bhatta and Dr Abhijit Mitra



Dr Shirish, Mr Viajy Teng, Dr Bhatta and Dr Abhijit Mitra during the session



Dr Shirish, Dr Shukla, Dr Vijay Makhija and Dr Manoj Sood



Dr Shukla, Dr Bhatta and Dr Praveen Malik



A view of participants in INFAH Seminar



Prof. Dr S P Singh Baghel, Minister



Dr Shirish and Dr Anup Kalra presenting a memento Dr S P Singh Baghela



Pannel discussion on Regulatory Framework



Ms Alka Upadhayaya, Secretary, DAHD



Pannel discussion on Imports & Exports



INFAH office bearers along with Mr Abhay Mahajan



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FEED INCLUSION RATE

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Double quantity is recommended for breeders.

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Remarkable Participation of INDIAN HERBS at VIV ASIA

Bangkok, Thailand, 12-14 March, 2025

Bangkok, Thailand: INDIAN HERBS, The global leader in the Herbal Animal **Health Care Products** Industry since 1951, made a remarkable impact at VIV ASIA 2025, held in Bangkok, Thailand, from March 12th to 14th. The event was a resounding success, drawing business partners, customers, consultants and poultry nutritionists from around the world. Our sales and marketing team warmly welcomed all visitors, fostering meaningful discussions and collaborations.

The event served as an excellent platform to engage with customers, distributors and industry leaders on a global scale, reinforcing our commitment to herbal solutions for sustainable animal health and nutrition. We showcased our latest innovations and phytogenic solutions to address industry challenges. The enthusiasm and interest from our partners reaffirmed the growing demand for scientifically validated herbal solutions in the global animal health sector. We extend our sincere gratitude to everyone who visited our booth, shared valuable insights and contributed to making this event a tremendous success.

As a pioneer of Veterinary

Ayurveda, INDIAN HERBS has consistently led the way in developing cutting-edge phytogenic feed supplements and healthcare products for over seven decades. Our dedication to innovation keeps us at the forefront of phytogenic research. Guided by the philosophy of 'Traditional Glory and Modern Science,' we are committed to transforming herbalism into a dynamic, scientifically validated and evidence-based discipline. Our phytogenic solutions offer superior efficacy at a lower cost, providing natural alternatives to synthetic products, free from side effects and residual toxicity.

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techniques, we have successfully deciphered the safety, efficacy and mechanisms of action of our products.

Our extensive product portfolio consists of over 230 products for poultry, cattle, swine, equine, aqua and companion animals. We adhere strictly to quality norms and regulatory compliance, with a strong focus on research and development. Our R&D and QC laboratories, equipped with state-of-theart scientific instruments, ensure product quality and consistency. We rigorously pursue herbal standardization and phyto-analytical profiling while validating product safety and efficacy through scientific trials in collaboration with global research institutes and veterinary universities.

INDIAN HERBS products are natural, safe, effective and environmentally friendly, eliminating the need for a withdrawal period. As concerns grow over the adverse effects of synthetic medicines, veterinarians, poultry nutritionists and stakeholders are increasingly seeking clean and green alternatives to produce chicken and eggs free from residues. Our herbal solutions have gained widespread acceptance in the global

poultry industry. INDIAN HERBS remains steadfast in its mission to promote natural solutions for improved animal health and production performance.

Currently, INDIAN HERBS successfully markets its products in over 50 countries worldwide. Our R&D Centre, approved by the Ministry of Science and Technology, Government of India since 1986, is equipped with cuttingedge facilities for the standardization and quality control of herbal products.

Our stall at VIV ASIA 2025 attracted a significant number of global visitors, including feed millers, integrators, large-scale farmers, consultants, nutritionists and distributors. The technical team of INDIAN HERBS diligently addressed all visitor inquiries to their satisfaction. Reaffirming our vision and commitment to sustainability and global well-being, INDIAN HERBS continues to support the animal healthcare industry with innovative, antibioticfree, residue-free and environmentally friendly phytogenic solutions, ensuring feed-to-food safety.

We extend our heartfelt appreciation to our customers, patrons, scientists and well-wishers for their unwavering support, cooperation and guidance. We look forward to continuing our journey of delivering nature's finest solutions for animal health and strengthening our global partnerships.



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Crowdfunded Initiative – A Nationwide Maize Survey



Left to Right: Mr Ankur Kohli, Mr Divya Gulati, Ms Nayantara, Dr Swarna Subba Rao, Mr Naveen Pasuparthy, Mr Amit Sachdev and Mr Vikas Dhull, representing North India & PFI.

"Maize is the most important raw material for the poultry sector.

- Approximately 68% to 72% is feed cost, with 60% maize, for producing one Kg of live broiler, and
- Approximately 70% of the feed cost is 55% maize, which is used to produce one table egg.

Looks like we are into the grain business & not the poultry.

Shortly, factors adding pressure on maize are –

- Use of Maize for Ethanol production.
- Growth of the egg sector by 5%.
- Growth of broilers at 6% & last but not least,
- Slow growth of crop agriculture at 1.7% annually.

So, the poultry sector's dependency on one cereal/grain, "MAIZE," is crucial

for its sustainability, survivability, and profitability.

From this perspective, a three-year digital maize production exercise is undertaken, using digital technology, analytical tools, machine learning, algorithms, and scientific survey methodology.

The project will give us close to accurate data on the total acreage under maize cultivation, its health during the growth phase, and estimates of maize production and yields.

The data will be available to the sector in real time, covering 95% of India's Maize production area (207 districts in 17 states in Kharif, Rabi, and Zaid seasons) ahead of the harvest.

Why this project?

 We can estimate Indian maize production season-wise & take

- corrective action for production planning, if needed.
- The poultry sector can inform the Ministry of AH, Dairy, Fisheries & Poultry of maize supply and impact policy changes, if necessary.
- Share this data with the Ministry of Agriculture, its policy/action on a need basis.
- Share this data with the Ministry of Commerce for its attention and action, if needed.
- Share data with the Ministry of Petroleum as they divert maize from time to time for Ethanol production.
- Based on this data, we can suggest solutions for the Government of India's GM and non-GM policies.
- Data will also impact the outlook for Maize DDGS.

For the first time, postindependence, the Karnataka Poultry Farmers & Breeders Association initiated the concept of "crowdfunding" to fund this "National Maize Survey & Production" exercise.

We acknowledge the financial support from -

- CLFMA of India,
- Poultry Federation of India,
- Poultry Breeders
 Coordination Committee
 (VenCobb),
- Broiler Coordination Committee,
- Telangana Poultry Breeders Association,
- West Bengal Poultry Federation,
- Maharashtra Breeders Association,
- Central India VenCobb Broiler Breeders & Hatcheries Association &
- Odisha Poultry Association.

To prepare the RFP, select the vendor, and monitor this project's progress at regular intervals (once every 15 days), the "Maize survey working committee" was formed. The committee comprises,

- Mr Ankur Kohli (24 years of experience in GIS, satellite & spatial technologies & Ex VP, Rolta India Ltd).
- Dr Swarna Subba Rao (former Survey General of India),
- Mr Divya Gulati, Chairman, CLFMA of India,
- Mr Vikas Dhull, representing North India & PFI,
- Mr Dinesh Muthuswamy, BCC.



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India having

- 700 districts of which
- 550 districts are agriculture-based economy &
- 207 of these are maize growing districts.

The survey will meticulously capture the crop's health during its growth phase, temperature, humidity, rainfall, land area under maize cultivation, yield calculations per acre, factors impacting yield, etc., in real time.

Dashboards are set up to monitor the above across the country during all three seasons (Kharif, Rabi, and Zaid). The dashboard is updated once every 15 days, giving the sector visibility into crop conditions. The data generated will also be shared with all associations that have been a part of this journey.

The working committee's first meeting was held on 9 April 2025 at the Novotel, Hyderabad Airport. The project plans to start with a selected vendor from the Kharif 2025 season.

As we conclude this note to the sector, we propose to recall some sayings.

- It's better to try & fail than not to try at all.
- Miles to go before I sleep, miles to go before I sleep.
- Efforts are guaranteed 1000%, results are not.

Once again, we thank all associations for coming together on one platform to fund and support this important exercise for the poultry sector.

Lumis Enzymes Receives Outstanding Reception at VIV Asia

Lumis Enzymes showcased its innovative customized and single enzyme solutions at VIV Asia, receiving an outstanding reception from a diverse group of global distributors, customers, and industry associates. Our scientifically formulated enzymes, designed to enhance animal nutrition and feed efficiency, were highly regarded for

their effectiveness. The event provided valuable opportunities for networking, exchanging insights, and strengthening key partnerships.

Lumis Enzymes is excited to build on this momentum and continue delivering cutting-edge enzyme solutions to meet the evolving demands of the animal nutrition industry.









Bird flu outbreak in Siddipet

Disease diagnosis of chickens in Kangal layer farm

Siddipet Town, April 8: A bird flu outbreak broke out in a poultry layer farm in Kangal, Thoguta mandal of Siddipet district. The managers of the farms filed a complaint at the Animal **Husbandry Department** office in Hyderabad on the 3rd of this month about the death of chickens. On the 4th of this month, the officials of Siddipet district collected the samples and sent them to the lab in Bhopal, Madhya Pradesh, as per the orders given by the officials of that department. The

authorities were alerted when the report received on Tuesday showed that the bird flu was positive. The officials, who have formed around 20 teams, are taking steps to kill and bury the 1.45 lakh chickens in the sheds of Layer Farm from Wednesday. It is known that this process will take place for a week. The managers of the poultry farm have a poultry farm in Bhuvanagiri too. As three chickens died there, could the chickens there also be infected? Officials are inquiring



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PVS Group: A Vanguard in Sustainable Animal and Aqua Healthcare

Vijayawada: PVS Group stands as India's foremost manufacturer and exporter in the animal and aqua healthcare domain, distinguished by its unwavering commitment to innovation, sustainability and excellence. With a comprehensive portfolio of scientifically formulated solutions, the Group addresses the evolving needs of the poultry, veterinary and aquaculture sectors—enhancing productivity while promoting ecologically responsible practices.

The acronym PVS encapsulates the Group's core domains—Poultry, Veterinary and Shrimp (Aqua)—reflecting its deep-rooted dedication to advancing livestock and aquatic health on a global scale, said a note from PVS Group.

With a formidable footprint across both domestic and international markets, PVS Group has emerged as a trusted partner in the animal health industry—renowned for its stringent quality standards, cuttingedge manufacturing capabilities and resolute focus on client-centric innovation.

In a recent and prestigious engagement, PVS Group had the privilege of hosting the Core Team of the Poultry Federation of India at its world-class manufacturing facilities in



Welcoming the Poultry Federation of India delegates to PVS Corporate Office (From right to left: Dr Rajesh Butti-R & D Head, Dr Amit Patra-Business Head, Mr Ranpal Dhanda, Dr Pamulapati V. Seshaiah-CMD PVS Group, Mr Sanjeev Gupta, Mr Ravinder Sandhu, Mr Ricky Thaper and Dr Niranjan Jadhav-General Manager.



Delegates from the Poultry Federation of India toured the state-of-the-art PVS Manufacturing Facility



Delegates from the Poultry Federation of India explored the advanced PVS Research & Development Division



Poultry Federation of India delegates at the PVS Innovation Facility

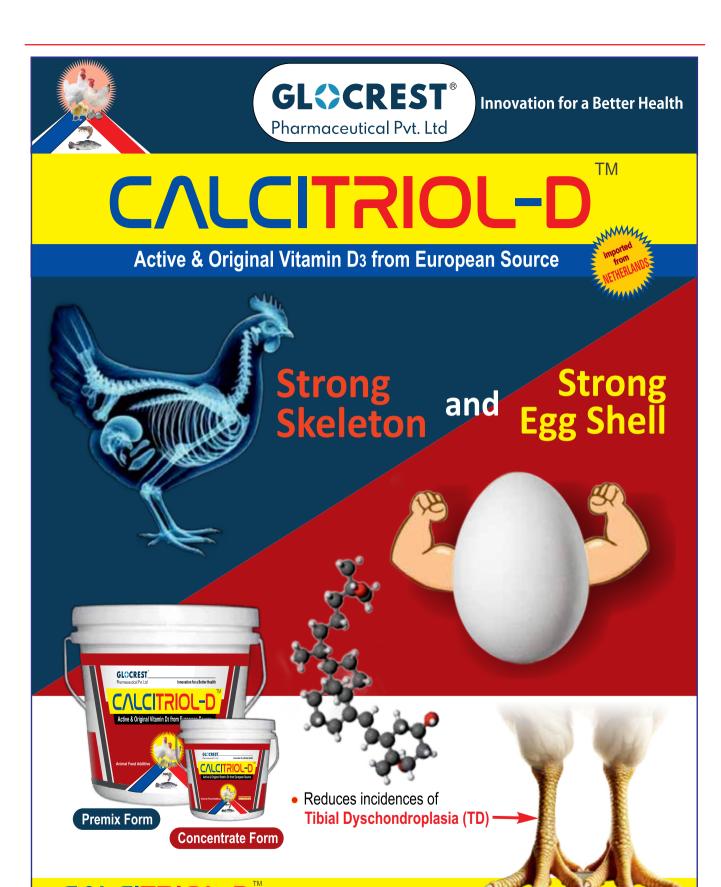
Vijayawada. The esteemed delegation included: Mr Ranpal Dhanda – President, Mr Sanjeev Gupta – Vice President (HQ), Mr Ravinder Sandhu – Secretary and Mr Ricky Thaper – Joint Secretary

As part of the visit, the delegation also toured the corporate headquarters, engaging in meaningful and productive discussions surrounding PVS Group's latest innovations. The dialogue underscored the Group's expansive and evolving product portfolio, which spans feed additives, therapeutic formulations, farm management solutions and highefficacy disinfectants—all meticulously designed to support holistic animal and aquatic health management.

This visit marked a pivotal moment, reaffirming PVS Group's leadership in the sector and its dedication to collaborative advancement and knowledge sharing within the animal health ecosystem.

As the Group continues to scale new heights, it remains steadfast in its mission: to elevate the standards of animal and aqua healthcare through research-driven innovation, ethical practices and an enduring commitment to excellence, said the note.





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Trump tariffs will disrupt the global trading system and collapse economies

US. moves are pushing the world towards a multipolar order, in which India-China ties will play a key role ex-Foreign Minister of South Korea.



Kyung-wha Kang, President and Chief Executive Officer of the Asia Society, during an interview in New Delhi.

New Delhi: U.S. President Donald Trump's tariffs, which go into effect this week, could have a "devastating im pact on global trade, and even lead to the collapse of some national economies, warns Asia Society presi dent and CEO Kyung-wha Kang. In this interview to The Hindu during a recent visit to India, Ms. Kang. who was South Korea's first female Foreign Minister (2017-2021), and previously held a number of senior positions in the UN, says the US's economic and geopolitical moves are dis rupting the global order. Excerpts:

What will be the impact of U.S. President Donald Trump's "reciprocal tariffs"?

If the reciprocal tariffs are implemented as is expect ed, I think they will have a dampening effect on global trade. You could reach a le vel in different trade zones where the trade itself com-pletely collapses, and that means certain national economies could collapse.

For countries like South Korea, where we have no natural resources, our economy is completely depen dent upon export-driven growth. So hopefully there is room [for] exceptions or for discussions. If not, it will be devastating, and will almost stop the global trading system as we know it

Could China gain from this move?

Well, I think everybody los-es in this, at first impact. But China is a big economy and China has been, for many years, looking at what is coming out of the United States, and tried to build its own domestic ca pacity. It has also tried to prepare itself for decou pling by increasing selfsuf-ficiency. Of course, cur rently the Chinese economy is not doing all that well: consumer confi dence dropped during the COVID lockdowns and nev er picked up again, the property market has crashed, even though innovation companies like Deepseek (AI) and Huawei

(Technology and EVs) have survived and excelled against all odds.

What does this mean for U.S. policy towards Taiwan, towards the protection of the Taiwan Straits in the event of conflict with China?

The sense is that President Trump himself is more of a deal maker than a warmonger, and therefore all the pressure that he's put ting on China, it would seem, is aimed at some kind of a big deal with China.

This has been hailed as the Asian Century. Twenty-five years into it, what is your prediction for the rest of it?

This is still a century of Asia's rise, of global affairs moving surely but gradually towards Asia. But that process has been a quite a disruptive one, and when existing orders are changing, there is a disruptive element to that.

The world is at a turning point, entering a new kind of a geopolitical order that is much more multipolar. The bilateral relationship between China and India will have a particularly de finitive part to play in the century going forward.

Center into the field on bird flu

Biosafety regulations are stricter

Abdullapurmet, April 4: In the backdrop of bird flu outbreak in six zones across the country including Telangana, Chhattisgarh and Jharkhand, the Center has tightened biosecurity regulations. It advised the poultry owners to maintain cleanliness. ensure that whoever falls into the poultry farms does not enter them, and must register the details of the poultry farms with the relevant authorities within a month. Alka Upadhyay, Secretary of the Central Animal Husbandry Department, held a highlevel meeting on Friday and issued orders to this effect. She stated that it is important to protect our food security and the livelihood of rural areas..

Poultry sector. "Avian influenza virus is also infecting from one species to another species. It is not limited to chickens, it is also infecting wild birds in some areas," a senior official expressed concern. Further, the medical team that killed 10 thousand chickens on Thursday in a poultry farm in Batasingaram of Rangareddy district, Abdullahpurmet mandal, due to bird flu infection, on Friday killed another 6 thousand chickens and buried them in a deep pit. Along with 5 tons of feed brought for chickens, they also broke 14 thousand eggs laid by chickens infected with bird flu and buried them in the same silo. Lime was sprinkled around the farm and sanitized. The iron bars in the farm were fumigated with fire.



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Demand for transparency regarding egg prices raised in Lok Sabha



New Delhi: On Friday, the issue of transparency and governmnt control over egg prices heated up in the Lok Sabha. Buxar MP Sudhakar Singh expressed serious concern over the lack of government intervention in the egg price determination process and drew the attention of the House.

MP, Mr Singh said that in the country the prices of milk, cheese and other essential food items are controlled by government agencies or cooperative institutions, due to which these items are available to the general public at transparent and controlled rates. In contrast, the determination of the prices of eggs is completely in the hands of private institutions.

He also clarified that these private entities neither have any statutory authority, nor is any transparency ensured regarding prices. As a result, farmers, poultry businessmen and general consumers have to bear the brunt of imbalance in pricing.

Mr Singh urged the government to take concrete steps in this matter:

Government monitoring system should be developed to determine the prices of eggs.

A transparent and accountable system should be implemented

The concerned institutions should be brought under the statutory framework so that the pricing process can be democratic and balanced. Other members of the house also supported this issue and stressed the need to declare eggs as an essential food item and to bring in a pricing policy at the national level.

Now it remains to be seen what steps the government takes in this direction, so that crores of consumers and the poultry industry of the country can get relief.

High-Level Meeting Held at Krishi Bhawan to Address Avian Influenza Prevention and Strengthen the Poultry sector

New Delhi: On April 4, 2025, a high-level meeting was held at Krishi Bhawan, New Delhi, under the chairpersonship of Mrs Alka Upadhyaya, Secretary, Department of Animal **Husbandry & Dairying** (DAHD), to address the outbreak of Avian Influenza (AI) and extend support to the poultry sector. The meeting was attended by senior officials of the department along with representatives from poultry associations.

During the meeting, Mr Ranpal Dhanda, President of the Poultry Federation of India, expressed deep concern over the severe losses faced by the poultry sector due to Avian Influenza. He stated that despite strict adherence to biosecurity protocols, the spread of this disease often leads to significant financial and business losses for poultry farmers. To combat this crisis, he strongly advocated for vaccination against Highly Pathogenic Avian Influenza (HPAI), which would help safeguard poultry farmers from such disasters.

Additionally, Mr Dhanda submitted a costing report on broiler breeder birds to the Secretary, highlighting the need for appropriate compensation in case of losses faced by farmers.

He also shed light on the challenges faced by poultry farmers in the registration process. Mr Dhanda pointed out that poultry is being treated as an industry, leading to the imposition of industrial guidelines, which have made the registration process cumbersome for farmers.

Several other critical issues related to the poultry industry were also discussed in the meeting, with the aim of providing relief and support to poultry farmers and making the sector more organized and resilient.







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Government and Poultry industry Collaborate to Prevent Bird Flu Outbreaks

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

Delhi: 04, April: The Department of Animal **Husbandry & Dairying** (DAHD) under the Ministry of Fisheries, Animal Husbandry and Dairying held a high level meeting on 4 April 2025 in New Delhi to discuss the recent outbreaks of Avian Influenza (Bird Flu) in the country. Chaired by Ms Alka Upadhyaya, Secretary DAHD, the meeting brought together scientific experts, poultry industry representatives and policymakers to review the current situation of avian influenza and explore strategies to contain the disease and prevent its spread.

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

stakeholders to ensure 100% compliance with this directive).

Speaking at the meeting, Ms Alka Upadhyaya emphasized, "Protecting our poultry sector is critical for food security and rural livelihoods. Strict biosecurity. scientific surveillance, and responsible industry practices are essential in our fight against Bird Flu." Additionally, Secretary DAHD stated the need for developing a predictive modelling system for early warning and environmental surveillance which would enable proactive disease detection and response, minimizing the risk of outbreaks and protecting the poultry industry. DAHD has permitted the use of the H₉N₂ (Low Pathogenic Avian Influenza) vaccine, developed by ICAR-NIHSAD, Bhopal, which is now available commercially. A national study will evaluate the vaccine's effectiveness of LPAI vaccination. The meeting also extensively discussed the possibility of allowing the use of a vaccine against Highly Pathogenic Avian Influenza (HPAI) in India. Representatives from the poultry industry urged the government to explore vaccination as a strategy to prevent further economic losses in the

sector. Scientific experts highlighted that currently available HPAI vaccines do not provide sterile immunity but only reduce virus shedding. Given these complexities, it was agreed that further scientific evaluation is needed before making a policy decision. The meeting recommended conducting detailed science-based assessments to determine the feasibility of HPAI vaccination in India, Research efforts have also been initiated to develop an indigenous **HPAI** vaccine following global best practices.

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

About Avian Influenza and Current Status in India

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

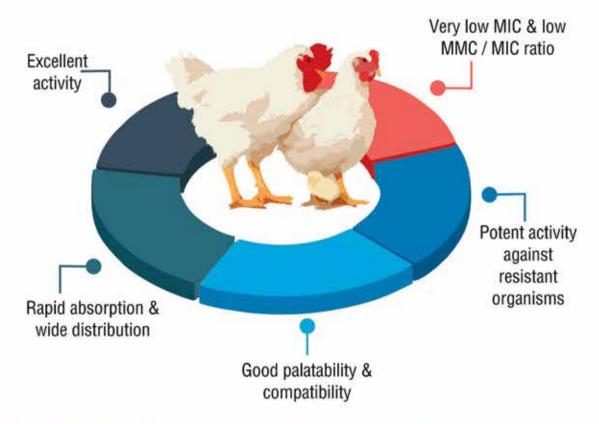
Present situation on HPAI (From 1 January – 4 April 2025) Domestic Poultry

Parameter	Details
States Affected	Maharashtra, Chhattisgarh, Jharkhand, Andhra Pradesh, Madhya Pradesh, Telangana, Karnataka, Bihar (Total: 8 states)
Total Number of Epicentres	34
Active Epicentres	6(3States – Jharkhand (Bokaroand Pakur),Telangana(Ranga Reddy, Nalagonda and Yadadri Bhuvanagiri & Chhattisgarh (Baikunthpur, Korea)





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Non Poultry Species Affected (From 1 January – 4 April 2025)

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

Comprehensive Approach to Controlling Avian Influenza

The Department of Animal **Husbandry & Dairying** (DAHD) has implemented a series of initiatives to control and prevent the spread of Highly Pathogenic Avian Influenza (HPAI) in India. The country follows a strict "detect and culling" policy, which involves culling infected birds, restricting movement, and disinfecting areas within a 1 km radius of outbreaks. States have been instructed to report daily on control measures, with increased surveillance and preparedness, especially during winter when migratory birds pose a higher risk. Surveillance for HPAI has also been expanded to non-poultry species, with negative results from tested cattle, goats, and pigs. In the

global effort to combat potential pandemics, India has shared sequencing data of H5N1 isolates and related samples with international networks. Central teams, along with the National Joint Outbreak Response Team, are being deployed to manage outbreaks, and regular coordination meetings are being held with State Animal Husbandry Departments and other relevant authorities, including the Health and Wildlife Departments. India follows a test-andcull policy to contain Avian Influenza outbreaks. Under the Livestock Health and Disease Control Scheme, the government compensates affected farmers for culled birds, destroyed eggs, and feed, with costs shared 50:50 between the Centre and States.

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



Andhra Pradesh govt. notifies bird flu outbreak in six districts



Andhra Pradesh: The State government on Thursday (April 4, 2025) issued an order notifying outbreak of bird flu in the districts of West Godavari, East Godavari, Kurnool, Eluru, NTR and Kakinada as infected zones and surveillance zones.

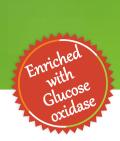
As per the Prevention and Control of Infectious and Contagious Diseases in Animals Act 2009, the government issued the order declaring the areas falling between o to 1 km radius from the epicentres as infected zones and the areas falling between 1 to 10 km radius as surveillance zones, to prohibit the movement of poultry to and from the infected and surveillance zones into disease-free zones.

The notification of the zones comes after positive responses from the National Institute of High Security Animal Diseases (NIHSAD), Bhopal, the order says.

The epicentres are: Velpuru of Tanuku mandal in West Godavari, Kanuru Agraharam village in East Godavari, NR Peta in Kurnool district, Badampudi and Unguturu in Eluru district, Anumullanka and Deeplanagar in NTR district, ward number 21 in Urban Pithapuram and Chendurthy in Kakinada district.

Joint Director, Animal Husbandry, NTR district M. Hanumantha Rao said a red zone remained in place for 90 days from the date of issue of sanitation certificate to a poultry farm. "An official issues a certificate to a poultry farmer after sanitising and sealing the farm. Until 90 days, the farmer cannot bring new birds," he said, adding that all chicken shops also remain closed within 1 km of the red zone for 90 days. However, one can consume chicken by buying it from other places.

The officials had ordered culling of lakhs of broiler and layer birds and also backyard poultry in these districts. The order enables provision of compensation for the aggrieved farmer, he explained.





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Govt. holds meet on Developing Robust Poultry Clusters and Processing Units

April 22, 2025, New Delhi: Mr Ranpal Dhanda, President, Poultry Federation of India, participated in the Writeshop on Cluster **Development of Poultry** & Goatery organized by the Department of Animal Husbandry and Dairying (DAHD) at Vigyan Bhawan, New Delhi. The event was held under the chairpersonship of Ms. Alka Upadhyaya, Secretary, Department of Animal Husbandry and Dairying.

A key highlight of the Writeshop was a thought-provoking panel discussion on "Developing Robust Poultry Clusters and Processing Units," moderated by Dr Sujit Kumar Dutta, Joint Commissioner (NLM). Mr Dhanda made a significant contribution to the session by sharing valuable insights on the current challenges and future roadmap for the poultry sector. His participation emphasized the critical role of sector collaboration in strengthening the poultry ecosystem at the grassroots level.

Other eminent panelists included:

Dr Sabyasachi Das, Director, WASSAN

Mr Saroj Mahapatra, Executive Director, PRADAN

Ms Rina Soni, Executive Director, Heifer

Dr Sushmita Parai, Senior Manager, Tata Trusts









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Poultry Fortune Editor M.A. Nazeer interview Mr Sandy Irawan, Associate Director of Key Accounts, Cobb Asia – Pacific and Mr Trevor Gies, Global Marketing Head, Cobb – Vantress LLC, USA

Bangkok: Cobb-Vantress, LLC has pureline pedigree farms in USA and is producing and supplying broiler breeding stock in over 100 countries in the world, said Mr Sandy Irawan, Associate Director of Key Accounts, Cobb Asia - Pacific and Mr Trevor Gies, Global Marketing Head, Cobb - Vantress LLC, USA, in an interview with Mr M. A. Nazeer, Editor -Poultry Fortune, during VIV ASIA 2025 on 13 March 2025 at Bangkok.

Cobb-Vantress LLC supplies Cobb Broiler Breeder Grand Parent and parent stock to countries globally. There are estimated to be more than 500 million broiler parent stock globally which Cobb helps supply.

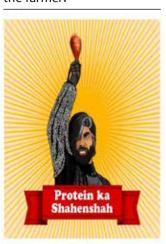
Cobb is a leading global genetics company that began in 1916. For over a century, Cobb has earned a reputation for pioneering advances in poultry breeding by focusing on traits that matter to our global customers.

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Sandy Irawan, Associate Director of Key Accounts, Cobb Asia – Pacific

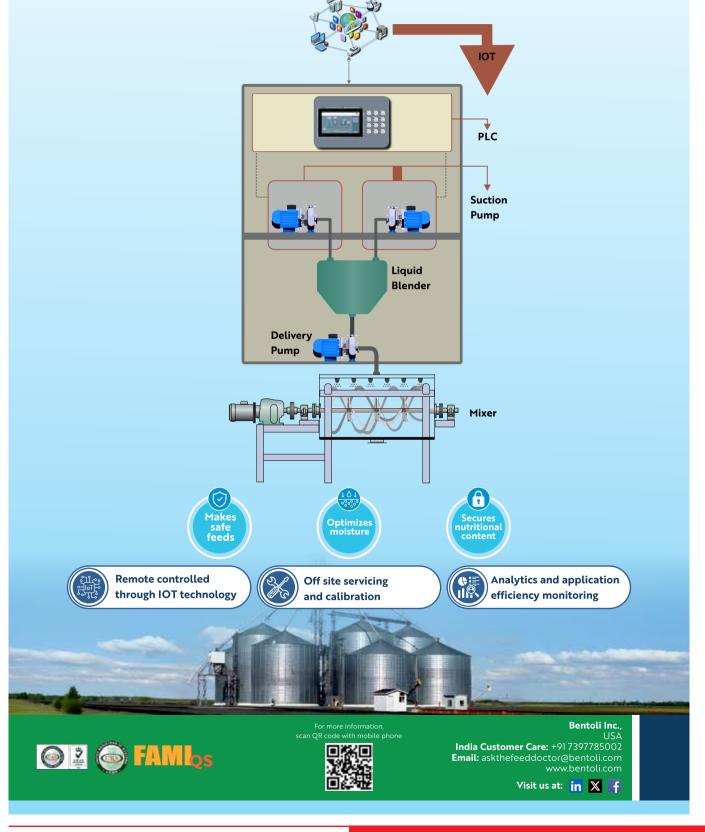
engaged in broiler breeding for the last four decades. The original pure-lines were supplied by Cobb-Vantress, LLC. in the year 1980-81. Later on, the breeding program was run by the Venco Team as per the market requirements and agro-climatic conditions in India. Cobb and Venco continue to work together and share their knowledge and technology in an effort to develop the best bird to maximize the returns for the farmer.







Bentoli Liquid Applicator Technology



Novel Ways to Improve Gut Health and Nutrient Absorption

Technical session organized by Venky's India Limited

7, 9, 10 April 2025: Venky's India Limited organized Technical Seminars at Kochi (7 April), Raipur (9 April), Varanasi (10 April) and Lucknow (11 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 indispensible need for the bird heath 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 respectivestates' 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. MrShashiBhushan Kumar (Assistant General Manager, North Zone), Dr Rakesh Yadav (Zonal Manager), Dr Binay Yadav, MrSushil Singh, Mr Bhupendra Singh, and MrShivam Singh, Mr Abhishek Gupte (Zonal Manager Sales Central Zone) and Ashutosh Singh (Raipur), while Mr G. Chinnaraj (AGM Sales), Mr Shaji Huda (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



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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
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).

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) had given introductory speech. Arrangements were done by Dr Rakesh Yadav (Zonal Manager), Mr Bhoopendra Singh, Dr Binay Yadav in Varanasi and Mr Sushilsingh, Mr Shivam Singh in Lucknow.

In the end, Dr Vishwas Sagajkar thanked everyone for attending the seminar and concluded with a positive note. The seminars were guided by Dr Deepak Khosla, General Manager - Sales and Marketing, Venky's India Limited.

The seminar received a massive response from poultry farmers, veterinarians and consultants. In all the seminars queries from the participants were discussed in detail.

Farmers and veterinarians were happy with the novel concept and significance of gut acidification in improving performance of poultry.

Ventri Biologicals continues its series of technical seminars on the "VENGEM" LPAI (H9N2) vaccine

Vengem Ignites Momentum in Yamunanagar & Panchkula



A powerful series of Vengem vaccine (LPAI-H9N2) awareness meetings were conducted on 19 and 20 of March 2025, in Yamunanagar and Panchkula, respectively. These events drew strong participation from poultry professionals and industry stakeholders, reinforcing the growing importance of effective disease management in layer farming. At both venues, Mr Harjit Padda, Deputy General Manager – Sales & Marketing extended a warm welcome to the attendees and set the tone for the technical session by introducing the distinguished speakers.

Dr Namdeo Bulbule, Assistant General Manager, delivered an insightful and scientifically grounded presentation focused on comprehensive disease control strategies. He emphasized the critical role of Vengem in boosting flock immunity and significantly reducing the economic impact of Low Pathogenic Avian Influenza (LPAI) — a persistent threat to poultry health and farm profitability.

The seminars concluded with vote of thanks from Mr Raju Tanna, Assistant General Manager, who acknowledged the valuable presence and engagement of all participants. He also offered special appreciation to the Venworld team for their relentless efforts and dedication in organizing and executing these impactful events.

These meetings served as a testament to Vengem's growing reputation as a reliable shield against LPAI, and further strengthened



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the trust between the brand and the poultry industries.

East to West: Vengem Leads the Fight against LPAI:

Building momentum across the nation, the Vengem vaccine awareness campaign continued its impactful journey with technical seminars held in Anand (Gujarat) and Bishnupur (West Bengal) on 19 and 20 of March, 2025, respectively.

In Anand, the event commenced with an inspiring address by Mr Deepak Khosla, General Manager, who highlighted Vengem's transformative role in reshaping poultry health through effective immunization. The session was further elevated by Dr Prakash Reddy, Deputy General Manager, who provided a strategic overview of disease control and emphasized Vengem's vital role in strengthening flock immunity against Low Pathogenic Avian Influenza (LPAI).

Dr H. G. Murade brought the seminar to a close with sincere words of appreciation, acknowledging the dedicated efforts of the local Venworld team, whose meticulous planning ensured the event's



success.

The seminars concluded with vote of thanks from Mr Ram Ghate, Assistant General Manager, acknowledged the valuable presence and engagement of all participants

Simultaneously, on 20 March, 2025 Poultry farmers from Bishnupur(West Bengal) and surrounding regions. The seminar began with a warm welcome from Mr Chita Sahoo, setting the stage for a highly engaging session.

Dr Shashikant Shiwarkar delivered an in-depth technical presentation, showcasing Vengem's proven efficacy in preventing economic losses caused by LPAI and offering a comprehensive disease control roadmap for modern poultry operations. His session stressed the importance of proactive vaccination in safeguarding both flock health and industry profitability.

The Kolkata event concluded with a vote of thanks from Mr Kaustav Chattopadhyay, who recognized the contributions of all participants and applauded the organizing team's dedication.

These seminars have



further solidified Vengem's position as a game-changing solution in the battle against LPAI, while reinforcing Venworld's commitment to advancing poultry health across India.

Immunity in Focus: Vengem Leads the Way in Tamil Nadu's Poultry Heartland:

The momentum of the Vengem vaccine launch campaign continued with resounding success in Coimbatore, where technical seminars was held on 25 March, 2025, targeting key poultry farming zones in the region.

The sessions began with insightful opening remarks by Mr Deepak Khosla, General Manager, who highlighted Vengem's potential to transform poultry disease management and improve farm productivity. His introduction set the tone for a highly engaging and informative event.

Dr Prakash Reddy, Deputy General Manager, delivered a powerful and data-driven presentation on Vengem' s efficacy in preventing economic losses caused by Low Pathogenic Avian Influenza (LPAI). He offered a strategic, sciencebased roadmap for disease control and emphasized the critical role of proactive vaccination in protecting poultry health and sustaining profitability.

Adding depth to the discussion, Dr N.
Baburaj, Deputy General Manager, provided valuable updates on the broader Ventri vaccine portfolio, showcasing complementary solutions available for comprehensive poultry health management.

The seminar concluded on a warm and appreciative note by Mr Chinnaraj, Assistant General Manager, who expressed gratitude to the attendees, speakers, and organizing team for their participation and contributions.

The Venworld team once again played a pivotal role in the seamless execution of these events, ensuring high levels of stakeholder engagement and reaffirming their commitment to advancing poultry health across India.

The Coimbatore seminars marked another successful milestone in Vengem's expanding presence, further reinforcing its reputation as a trusted shield against LPAI.







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CLFMA Hosts Strategic Session on "Poultry in India: Current Challenges & the Way Forward" in Collaboration with U.S. Grains Council and Bihar Poultry Farmers Association

Patna, April 23, 2025 - The Compound Livestock Feed Manufacturers Association (CLFMA) of India, in Collaboration with the U.S. Grains Council and with support from the Bihar Poultry Farmers Association (BPFA) successfully hosted a seminar at Patna. The seminar, themed "Poultry in India: Current Challenges & the Way Forward," brought together more than 60 participants, including feed manufacturers, poultry farmers, nutritionists, grain suppliers, and researchers from across the region.

The seminar opened with a welcome address by Ms. Nayantara A Pande,







Marketing Specialist, U.S. Grains Council, followed by a keynote on "Poultry in India and The Potential" by Mr Divya Kumar Gulati, Chairman, CLFMA of India. He highlighted the urgent need for collective action to address rising feed costs and market volatility, stressing that strategic collaborations will be pivotal in driving sectoral resilience.

Mr Divya Kumar Gulati, Chairman, CLFMA of India, shared, "The Indian poultry industry is at a critical crossroads, where timely interventions and strategic collaborations are essential to overcoming the challenges posed by rising feed costs, supply chain









disruptions, and market volatility. According to a recent Crisil Ratings report, the industry's profitability is expected to dip by 50 basis points in the 2025-26 fiscal year, largely due to the rising prices of key feed ingredients like maizeand soybean, which account for90% of total feed costs. However, revenue growth is still projected to rise by 8-10%, driven by strong demand and consumption. Events like these provide an invaluable platform for exchanging insights, fostering collaboration, and exploring sustainable solutions that will not only benefit our sector but also contribute to the nation's economic resilience."

The seminar was anchored by engaging sessions led by leading voices from the Indian poultry and feed sectors.

Key Discussions & Insights:
Mr Amit Sachdev,
Regional Consultant, U.S.
Grains Council, shared an overview of India's feedstock situation and its global implications.

Mr Reece H Cannady, Director, U.S. Grains Council, presented on "U.S. Sorghum: A Potential Solution" to current grain supply challenges.

Dr Pankaj Kumar Singh,
Professor and Head
of Animal Nutrition
Department and Deputy
Director Research,
Bihar Animal Sciences
University, elaborated on
"Recent Advances in the
Use of DDGS in Livestock
and Poultry Feed,"
advocating for research-led
adoption of DDGS to offset
feed costs and improve
efficiency.

A panel discussion on "Navigating the Indian Poultry Sector's New Normal" was moderated by Mr Amit Saraogi (MD, Anmol Feeds), and featured an esteemed panel including Mr Divya Kumar Gulati, Mr Pawan Kumar, Mr B.M. Sahni (MD, Patliputra Feeds), Mr Pawan Kumar (President, BPFA) and Mr Amit Sachdev. The discussion focused on the urgent need for sustainable feed alternatives, policy clarity, and building long-term supply chain resilience.

The seminar successfully highlighted critical issues facing India's poultry industry, from volatile feed grain markets to the need for strategic partnerships. It reinforced CLFMA's position as a vital advocate for industry advancement, enabling dialogue between farmers, academia, and global stakeholders to build a more sustainable and robust poultry ecosystem.









17-18-19 July 2025, SS Convention, Vijayawada, AP, India

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Hall 1 LAYOUT OF STALLS



SS Convention, Dr. Y.V. Rao Hospital Lane, Labbipet, M.G. Road, Vijayawada



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3000 poultry farmers attend Poultry Conclave by IB Group for a developed poultry nation

Large number of poultry farmers and traders took part in the two days biggest poultry conclave held by the biggest broiler integrator of India IB Group at Raipur, the state capital of Chhattisgarh State on 7 and 8 April 2025.



Bahadur Ali, MD, IB Group addressing poultry conclave

Raipur: Poultry farmers from all over India participated in the second day of the country's largest poultry conclave held at Hotel Omaya Garden, Raipur, Chattisgarh. At the beginning of the program, poultry experts Dr R.K. Jaiswal and Dr Mubarak Hussain from

IB Group gave detailed information to the farmers about poultry farm management and necessary vaccination. In the two-day poultry conference, many announcements and schemes were also launched for the farmers along with technical

NOWLED SESSION 2025

Mrs Zoya Alam, Director, IB Group speaking in the Conclave

information. Under the Samridhi Yojana, IB Group announced to give Rs 25,000 each to farmers for the birth of a girl child and her marriage.

IB Group is running Aditya Project to provide employment to tribal women, in which there is a plan to make Lakhpati Didi by involving women. Till now, tribal women have been selected from Mohalla Manpur and they have been shown poultry farming. In this matter, the state government and district administration are also coming forward and doing good work and by selecting and demonstrating women, they are being linked to employment in every village. It has started from Rajnandgaon district. After this, work will be done in districts like Andabakapur and Jagdalpur.

Zoya feels there is a lot to do

Mrs Zoya Alam, Director, IB Group speaking on the occasion said, to bring Indian poultry to the global level, EC (Environmentally Controlled) poultry house technology will have to be adopted because it is very important to avoid challenges like climate change in future and with this change, we will be able to succeed in our objective of providing protein to the country by producing birds of uniform weight and to grow about 6 batches in a year.

Mrs Zoya Alam gave her experiences while going to the school by rickshaw during her childhood. I spent eight

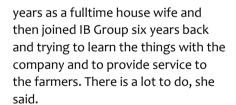




Sultan Ali, Bahadur Ali and Zoya Alam presenting an award to a farmer



Sultan Ali, Bahadur Ali and Zeeshan Ali presenting an award to a farmer



IB Group was started 40 years back. As per time there has to be changes in utilizing technology and innovations. In 1980s liberalisation and economic growth started. Today everything is available on finger tips and lot of developmental changes came in the past 20 years. Today you can't live without mobile, she said. Poultry and Aquaculture sectors will take greater shape in the near future. We have to plan for the next 20 years. We need to give attention for quality water, climate, converting open house system into EC Sheds and to achieve uniform bird growth, stated Zoya Alam.

IB Group bringing new technology like AI to take farmers forward

Addressing the farmers, Managing Director of IB Group Mr Bahadur Ali said, "I thank the poultry farmers of the country who have attended this conference. There is a long list



Bahadur Ali, MD, IB Group making a point in the Conclave

of struggles behind the position IB Group has reached, but the company has become so big only because of its farmers. IB Group is the only company that connects farmers not for business, but for development. IB Group is bringing new technologies like AI to take its farmers forward,



Zeeshan Ali making a point with his father Bahadur Ali during the Conclave





A view of participants in the Poultry Conclave held by IB Group at Raipur on 7 and 8 April 2025.



Mrs Zoya Alam and Mrs Tanaaz Aziz, Directors of IB Group with women farmers on the dias

which will make the dream of a developed poultry nation along with a developed India come true".

Father of Modern Poultry in India

Mr Bahadur Ali known as 'Father of Modern Poultry in India' started IB Group in 1984. He said, after travelling extensively different parts of the world and my participation in World Poultry Congress transformed me to think and do the things in an innovative manner using better technology. We had chosen world's top broiler ROSS of Aviagen and are successful in our broiler integration business.

We provide best quality chicks, feed, medicines and vaccines to the farmers to produce best quality chicken protein, so that, the farmer can produce best possible broiler chicken protein and make good profit for your efforts, he stated.

You farmers become Crorepati and I become Arabpati

"Your progress and development

is important for us when you join us with the integration farming. You all farmers should become Crorepati with broiler farming and I become Arabpati (Billionaire)", said Mr Bahadur Ali and there was huge appreciation and standing ovation by the farmers when he used these words.

Aditya Project for Tribal Women

The company's CMD Mr Sultan Ali, Director Mr Zeeshan Ali and Director Mrs Tanaaz Aziz were present in the two-day conference.

Dr R.K. Jaiswal, President, IB Group, who has 25 years experience in the company said that IB Group has become chicken protein leader in the country. E. Coli has become an issue in poultry farming due to contamination of water and feed. In future IB Group will focus on traceability in pedigree and vaccine research lab, he informed.

Dr Mubarak Hussain, Technical Head – Health, Broiler Integration, IB Group,

said, our breed Ross is genetically strong. Farmers should first become health inspector of his farm and take care of the birds health. In open sheds, disease chances are more due to stress, hence if birds are kept in less stress environment like EC Sheds, the birds can have disease free and healthy growing, he said advising farmers to keep the staff in the farm well trained in managing the birds.

Mr Saurabh Nagpal, Senior Vice President and Head, Broiler Integration, IB Group is doing broiler integration business in 26 states in India and farmers and traders were present in the Conclave from all these states. IB chicken has become household name all over, and we have plans to make IB Broiler chicken available in every part of the country. We have 25,000 farmers and 10,000 traders in India, and we want to give good service to the farmers and traders. IB Group is the pioneer in environment control farming and over 40% of IB Group broiler farmers are doing farming in EC sheds.

Mr Neeraj Pande spoke on technology support and innovation for poultry traders.

Worthy children of Bahadur Ali

His two children – son Mr Zeeshan Ali and daughter Mrs Zoya Alam have gained good knowledge about many of the aspects in farming, broiler integration and administration, and Poultry Fortune observed them conversing well with farmers during the Conclave in the hall.



Bahadur Ali, the farmers man

At one stage when farmers in large numbers were in queue to personally meet and take a photograph with Mr Bahadur Ali, Managing Director of IB Group, in the conclave hall, I was just recollecting late B.V. Rao when huge number of farmers used to show eagerness to meet B.V. Rao wherever and whenever a meeting of farmers was conducted in the country. The efficient team of IB Group had taken care the two days conclave giving attention and hospitality to the participants.



Farmers and Traders gave a round of applause with standing ovation when Mr Bahadur Ali with folded hands from the dias said, "Pardon me if any inconvenience was caused to you during your stay for the conclave in Raipur"





M.A. Nazeer, Editor, Poultry Fortune congratulated Bahadur Ali, MD, IB Group on successfully organizing the

Pride and Progressive Farmers

Poultry Fortune Editor M.A. Nazeer talked to some farmer participants during the conclave organised by IB Group. Below are their comments on poultry farming and their association with IB Group as contract broiler farmers:

Mr Khushwant Singh Gurudatta from Odisha said that he started his broiler farm with 15,000 birds and today he developed it to 55,000 birds farm.

Mr Ajit Malik of Haryana started his broiler farm in open shed, and today he is doing it with 40,000 birds in EC sheds. He further said, why should we go to USA and other countries, and come back India with hands and legs tied. Take up poultry farming and develop yourself, he advised youngsters and the people.

Mr Ashish Yadav from Nagpur said, I took up my farm in open sheds and recently converted it into EC shed with 60,000 birds.

Mr Azhar Khuresh of Nagpur, Maharashtra, now converted his farm into Environmental Control Shed with 13,000 birds and 5 batches in a year, and he is comfortable with his farming and IB Group.

Mr Ashok Umale from Nagpur developed his farm into 82,000 broilers and progressing.

Mr Nilesh Chowdhary of Nagpur made his farm in EC sheds 15,000 brirds and doing well.

Mr Nishant of Nandagave, Near Nagpur, Maharashtra doing his farm with 14,000 broilers in two sheds, each shed of 30 x 280 feet size, and he want to expand the farm.

Mr Akshaya Waghdhar, Nagpur, Maharashtra, is doing his farm with 10,000 broilers in EC shed and is progressing with poultry farming, and providing chicken protein to the people. I feel proud of providing protein food to the people through my poultry farm.

Stress & Poultry Production



Dr B C Dutta

What is Stress?

Stress is a state of worry caused by a difficult situation, a natural response to address challenges & threats in life. Stress is a situation just opposite to Comfort

- Chicken has a limited amount of stored up resources to help adapt to unstable conditions, a challenge or a threat. As long as the challenges are within tolerable limits, chicken manages through its
- reserves, adjust to the situation & come out with little/no damage
- Stress is the situation when these challenges are more intense or greater numbers, resulting a serious chemical, physical & psychological changes in chicken with harmful consequence



Development stages of Stress in Chicken

- The 3 stages of Stress are ALARM, ADAPTATION & EXHAUSTION
- The first stage is Alarm, a short neurological stage. It is the 'fright or flight' reaction based on adrenalin release which triggers the release of glucose into the blood & helps the bird prepare to power to escape
- Adaption is next, where hormones are released to control the longterm effects of stress as they adjust to the new changes in their environment. There may be elevated cortisone levels in the blood, whicharrange release of glucose from the body's reserves of carbohydrates, proteins & fats to help the bird to adjust to the stressor. Diseases associated with long term stress, like diseases heart, digestive system, metabolic imbalances and susceptibility to disease, are all attributed to high corticosteroid production in managing long term stress.
- The third stage, Exhaustion

occurs when chicken does not recover from the stressor, its body reserves depleted, and the normal metabolic function fails with death of the bird.

Once chicken is exposed to stress, it results in immunological or metabolic consequences as below:

- Regression of immune organs / systems leads to Suppressed immune function & increased disease susceptibility
- Reduction of the oxidative metabolic capacity of mitochondria
- · Deficit of antioxidant reserves
- Changes in the activity of antioxidant enzymes

Types Stress in Chicken Noticeable Stress

- Disease
- Environment; Heat Stress,
 Winter Chilling, High Speed
 Wind (Cyclone), Poor Ventilation
- Starvation or Drinking Water shortage
- Debeaking

Non-Noticeable Stress

- High performance; rapid growth and peak egg production
- Overcrowding
- Mycotoxin
- Endotoxin
- Wet Litter
- Litter Ammonia
- · Poor Quality Feed
- · Change of Feed
- Handling
- Transportation
- Vaccination
- Transfer/Mixing/Isolation

Factors responsible for Stress in Chicken:

A. Physiological

- 1. High Body Weight Gain in Broiler
- 2. Egg Laying, especially Peak period in Layer & Breeder

B. Nutritional

 Feed Starvation due to poor supply or inefficient feeding system



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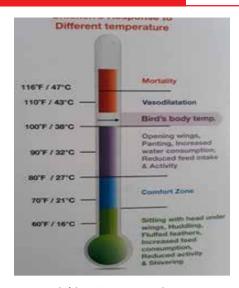
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- 2. Drinking Water scarcity
- Deficiency of Protein, Carbohydrate, fats, Minerals & Vitamins.
- Poor quality like Dusty, too Hard or too Big Particle size or old damage feed

C. Environmental

- 1. Heat Stress
- 2. Winter Chilling
- 3. High Humidity
- 4. Cyclonic Wind
- 5. Lightening
- 6. Splash of Rain water
- 7. Earthquake

D. Operational

- 1. Debeaking or Beak Trimming
- 2. House / Cage Transfer, Mixing & Isolation
- Transportation from one farm to another (Chick to Grower and to Laying farm)
- 4. Vaccination
- 5. Handling for Insemination, medication & vaccination
- Management issues like poor Space (overcrowding), Ventilation, Wet litter, Litter Ammonia
- 7. Change in Feed
- 8. Change of attendant

E. Pathological

1. Infections: bacterial, viral,



fungal, protozoan, etc

- 2. Metabolic Disorder like gout, ascites, etc.
- 3. Endotoxins
- 4. Mycotoxins

Out of all above, the important &dreaded stresses are all Pathological stress like Infections, Mycotoxins, Endotoxins, Metabolic disorders and 2 environmental stresss, viz. Heat Stress & Cold Stress or Chilling. Please remember when one stress comes after another, then 1 + 1 is not 2 but become 11, means combined stresses are dreaded to chicken.

Heat Stress:

- Heat Stress is a situation when chicken faces difficulty in achieving balance between body heat production & body heat loss
- Chickens lack sweat glands to facilitate latent heat loss by evaporation (perspiration), and have limited un-feathered body surface areas for loss of sensible heat through conduction, radiation & convection
- Genetics, Feather cover, Age, Body Weight, Egg Production stage & flock maintenance all affect a chicken's heat tolerance
- Chickens are homeotherms & regulate their body Temperature across a wide range of external Temperature.
- But continuous high climate Temp

overwhelm the thermoregulatory mechanisms, resulting imbalance between the amount of metabolic heat produced & their capacity to dissipate body heat in the environment

Physiological response of Chicken to elevated temperature and the Loss in Poultry?

- With Increase in Climate Temp, the Thermal gradient between the Body surface & the surrounding environment lessens with Dissipation of Heat decreasing, resulting Chicken suffering from environment-induced Hyperthermia.
- This increases Respiratory rate (Thermal Polypnea or Panting) to increase Latent Heat Loss via Evaporation of water from the Respiratory tract.
- Dehydration is the most harmful effect of panting, which causes Respiratory Alkalosis, acid base imbalance leading to permanent physiological damages.
- Alkalosis reduces blood ionized Calcium and ultimately Eggshell mineralization resulting Reduced Egg production, Pale Egg, Soft Shell Eggs, Thin Shell Egg, Increased Broken egg % in Layer & Breeder.
- Panting causes Oxidative Stress leading to Immunosuppression, damage of Gut mucosa leading





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Upto 70 q

Improvement in **BWT** in open shed

Upto 30%

Improvement in livability vis-à-vis antibiotic control



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, ImprovalTM MS was compared with antibiotic/probiotic/antibiotic + probiotic/probiotic + prebiotic control. Detailed reports availble on request.

^{#1} FCR point represent third/last decimal point of 1000

- to poor digestion, Dysbacteriosis, Enteritis and increase incidence of secondary infections (Viral like LPAI & ND, Mycoplasma & Bacterial) because of immunosuppression & leaky gut situation.
- Heat Stress reduces feed consumption resulting Poor Body Weight gain in Broiler and reduced Egg production in layer & breeder.
- Heat Stress has Permanent damaging effect; damages the muscles affecting Meat Quality and Lowering Breast Muscle Yield.
- Reduces Protein content of the muscles, reduction of muscle pH & Water Holding Capacity and ultimately affecting Juiciness of Chicken Meat
- Disturbs Lipid metabolism by affecting enzyme function in lipid breakdown causing Excess Fat deposition instead of converting to meat.
- Heat Stress reduces Male fertility in breeder and affects hatchability severely.
- Heat Stress impact the Expression of Gene related to Growth, Production Performance & Resistance to disease.
- Heat stress impairs chicken's immune system, leading to a reduced response to vaccines, suppressing the production of antibodies and affecting the function of immune cells, particularly lymphocytes, due to the atrophy of immune organs like thymus under high temperatures; heat stress makes it harder for chickens to fight off infections after vaccination and increases their vulnerability to disease.
- Heat stress lowers the level of circulating antibodies (IgM & IgG) produced after vaccination, resulting in a weaker immune response against pathogens.
- High Temp cause atrophy of thymus, leading to decreased T-cell production and impaired cell-

- mediated immunity.
- Heat stress increases release of corticosteroid andfurther suppress the immune system.
- Heat stress disrupts the function of immune cells; macrophages & lymphocytes, affecting their ability to recognize and fight pathogens.
- Heat stress damage the intestinal lining, allowing entry of harmful& resident microorganisms into the body system to produce infections.

How to reduce the effect of heat stress in Chicken?

- Poultry House Environment need to made near comfort zone in terms of Temperature, Humidity & Ventilation. Closed Environment Control poultry house is the perfect answer.
- Plantation of Tress on both sideof each shed.
- Farm construction near forest or under Coconut or Mango Garden.
- Reduce Stocking Density in summer to provide more space & more ventilation.
- In open house system action must be taken to REDUCE TEMPERATURE at Birds level through.
 - Elevated Roof, higher centre height
 - 2. Coated Roofing materials
 - 3. Extended side roof overhang to prevent entry of direct Sunlight
 - 4. Thatching of Roof by Agricultural waste (Paddy & wheat straw, Jute stick, Mustard/seasame harvested dry plant) and Ceiling by Thermostat Aluminium foil
 - Constructing Side Pandals (Leaned Roof Over-hang 1 meter)
 - 6. Hanging of Gunny with Dipper on both side (2 layers is best)
 - Ceiling fans in case of Broiler and Circulatory fans in Layer or breeder to improve ventilation

- 8. Springler on Rooftop to cool the roof
- Fogger inside the shed to reduce inside temperature

Disease Stress:

- Disease (Not fine) or Disease is No 1 stress factor in chicken like all other living being. Even unnoticed infection cause stress to force chicken to sit without movement and stay away from feed & water.
- Stress due to Diseases is the most neglected chapter in poultry farming, especially the subclinical or asymptomatic diseases.
- Global Animal Productivity loss due to clinical & subclinical diseases is 20%. Hence, we need to understand the disease stress on chicken and must act to minimize the same.
- Every disease has some specific symptoms but there are some common manifestations to every disease ass below:
 - 1. Anorexia or off-feed
 - 2. Dullness, lack of movement or inactive
 - 3. Poor eye refl ection
 - 4. Huddling
 - 5. Poor body Weight Growth and poor Egg production
 - 6. Death

Disease Stress produces:

- Uneasy physical status beyond comfort level.
- Many physiological changes in the body resulting different symptoms.
- Loss of appetite, poor growth & poor production.
- Direct or indirect
 Immunosuppression inviting many other diseases.
- Death due to system failure or lack of food for long time anorexia.

Mitigation of Disease:

 Practical & 100% Biosecurity to avoid disease entry in to the poultry area.

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- Welfare of chicken with respect to space, ventilation, temperature, drinking water & nutrition
- Dealy Health monitoring
- Monitoring of Bird's activity & Feed Intake everyday
- Immediate identification of any deviation in health & production parameter
- Immediate diagnosis at farm & confirmatory from laboratory
- Immediate treatment or necessary action to protect the health & life of chicken

How to Recognize Stress in Chicken

- Vocalization: Chickens have alarm sounds to alert other chickens, like repetitive chirps or screaming.
- Loss of Appetite: Poor feed consumption, eating little sometime & stay away from feed in almost all stresses including Heat or Cold stress and disease stress.
- Abnormal Posture: In Heat
 Stress Birds sits on its belly &
 breast touching the floor and
 wings spread apart to lose heat
 through conduction, convection &
 radiation. In case of Disease Stress,
 birds are usually inactive & huddle
 together near to corner or at areas
 of Sunlight in open shed.
- Abnormal Behavior: In Heat Stress, there will be too much Panting to lose body heat through evaporation. During disease stress, the birds remain inactive and lying with head down & beak inside litter. Deep breathing is seen in



respiratory diseases.

- Water Intake: Heavy increase in case of Heat Stress but reduced in Cold stress and in most diseases.
- Repetitive Behavior: Include packing, constant rocking back & forth, head swinging or toe-taping.

Effect of Stress in Chicken

- Uneasy state of life, abnormal posture & abnormal activity.
- Stressed chickens usually extremely anxious, pick feather & self-mutilate, may cause permanent damage of feather follicles and scar develop on their skin.
- Reduced Feed intake & reduced water (except Heat Stress) intake.
- Immuno-suppression leading to many diseases from already existing microorganism in the house environment or in the intestine as commensal.
- Oxidative stress leading to damage of gut mucosa, poor digestion, dysbacteriosis and enteritis.
- Panting & Dehydration.
- Excess release of Stress hormone (corticosteroid) leading to further immunosuppression & loss of body condition.
- Poor commercial performance like, poor body weight gain & high FCR in broiler and reduced egg production with poor egg shell quality in layer & breeder.
- · Mortality.

Mitigation of Stress in Chicken

· Maintain clean, calm & disease-free

poultry house environment.

- Noise-free environment; chicken don't like unusual circumstances.
- Avoid environmental stress like winter chilling, summer heat stress, monsoon high humidity inside poultry house through modification of infrastructure & husbandry practice.
- Need conceptual, infrastructural & operational changes to avoid environmental stress with climate change induced global worming situation.
- Avoid compromised ventilation, especially during winter & rainy days in open system farming.
 Avoid poor ventilation during high humid monsoon & chilly winter months in EC shed especially with compromised structure.
- Avoid overcrowding; welfare is most unattended issue creating stress in poultry.
- Avoid litter ammonia, wet litter & dust in poultry house.
- Follow SOP & behave gently while handling, transfer, mixing, transportation, vaccination and insemination.
- Implement & 100% Biosecurity, arrange regular health monitoring & health management. Educate your team about importance of biosecurity in poultry.
- Making sure your flocks have access to safe drinking water and regular supply of recommended fresh nutritious feed during the whole production cycle.

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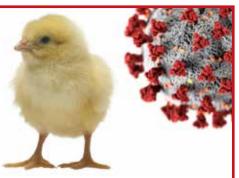


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Infectious **Bronchitis control:** Protection and prevention



Marco Aurélio Elmer Lopes (Global Poultry Marketing Director), Mathilde Lecoupeur (Vaccination Services Manager) and Guillermo Gonzalez & Jean Leorat (Veterinary Services Managers), Ceva Santé Animale

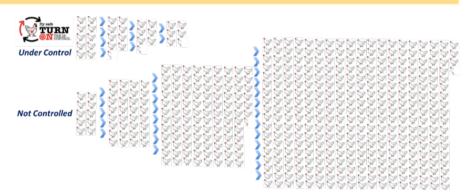
Infectious Bronchitis (IB) is a highly contagious viral disease that significantly impacts poultry production worldwide. Protecting poultry flocks against IB is crucial for maintaining productivity, ensuring animal welfare, and securing the profitability of the poultry industry.

Caused by the Infectious Bronchitis Virus (IBV), this disease primarily affects the respiratory system but can also impact the reproductive and renal systems, leading to severe economic losses in commercial poultry farming.

Strategies for protection against

The strategy for controlling Infectious Bronchitis should include key components such as biosecurity measures, disease monitoring (including IBV and co-infections), vaccination, and the evaluation of vaccine application practices.

Vaccination is the most effective method for controlling IBV. Live attenuated vaccines are commonly used in day-old chicks to provide early immunity. Because IBV has multiple strains, vaccination programmes often employ a combination of vaccines to induce broad-spectrum protection. Proper administration and



timing of vaccination are critical for optimal immune response.

Since vaccination is a key component of IB control, 3 pillars should be considered for a solid strategy, namely vaccination quality and simplification, disease control, and disease prevention.

Broad-spectrum protection

As known, IB is caused by various strains of the corona virus, which can mutate and recombine, leading to new variants. Even in the same region, more than one strain can be found, which can severely challenge the birds. This way, a broad-spectrum cross-protection helps cover a wider range of these strains, reducing the risk of outbreaks, protecting the birds and flocks.

But, as noted, a combination of IB vaccines can induce cross-protection against different strains. See below the list of 53 single studies showing the combination of IBird (1/96) + Mass, applied at 1 day of age versus very distant IBV strains.

Virus control by reduction of shedding

If protection is achieved, disease prevention can also be accomplished by reducing the shedding of the virus

Vaccination Quality & Simplification

Homogeneous Protection since day 1

Disease Control

Provides a broad-spectrum protection

Disease Prevention

Reduction of shedding & **Virus Control**



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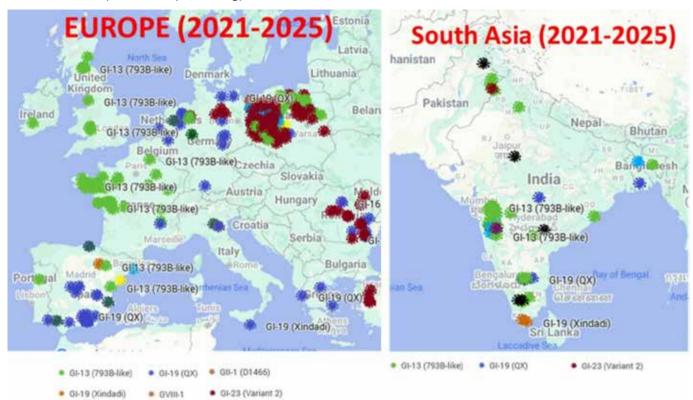






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Below are 2 examples of IBV epidemiology.



Type of bird	# Studies	Age (days)	Genetik group (2016, Valastro et ol.)	Strain	Dose (EID _{SI} per chicken)	Route	score (binomial protection score)	Reduction of shedding 5 dpch traches in logs (difference (Bird-control)	Source	Year
Broders	4	21 and 15 DOA	GI-1	M-41	3,5 to 4 log ₁₀ EID ₃₀	IO, IN or IT	17.17	1	Cava Phylaxia	2012-2013
SPF	2	21 and 31 DOA	GI-7	TW1like	4 to 4.5 log EID	10	****	4	Cava Phylania	2016-2018
SPE	2	23 and 24	Q1-9	02942/1/6/US (Ark variant)	4,3 to 5 log _{in} EID _{es}	ITEIN	***	4,40	Cava Phylania	2012-2013
Broilers	2)	21 and 35 DOA	GI-11	Brazil BR-1	4,7 log ₂₁ EIO ₈₂	10	****	n/a	Independent researcher	2014
Broilers	2	23 to 35 DOA	GI-13	7938-like	4 to 5 log _{se} EID ₅₀	IO, IN or IT	****	12	Ceva Phylasse Independent researcher	2012-2014
SPF & Brotlets	4	25/28 DOA	01:10 like	12/01 like	2,5 to 5,3 log ₁₈ ElO ₁₀	IO, IN or IT	****	4.1	Ceva Stylacie	2012-2017
SPF & Broilers	11	21 to 35 DOA	G) 15 like	QX-like	4 to 5,6 log _{st} EID _{bd}	IO, IN or IT	****	1,02	Ceva Phylaxia Independent researcher	2013-2024
:596	1	30	GI-31	02628/3/4/34/MO (Moroccan strain)	4 log ₁₀ tiO ₁₀	10	1949	n/a	Ceva Phylaxia	2016
50F & Broilers & Commercial layers	15	23 to 63 DOA	GI-23 like	IS-885-like or Var2 like	4 to 5,3 log _{st} EID _{NO}	IO, IN or IT	***	2,92	Ceva Phylaxia Independent researcher	2012-2024
SPF	2	23 and 28	GI-27	07342/1/2/US (GA 06-K225)	4 to 4,3 log ₁₈ DiD ₁₆	IT & IN	1111	3.6	Ceva Phylaxia	2012-2013
347	1	21	GVI-1	fC07-2 like	4 lug ₂₀ (10 ₁₀	TI & CH		2.2	Ceva China	2023
SDF	- 40	23	Gl-Unique Variant	0947/2/05/MY (Malaysian variant)	4 log ₂₄ GiO ₁₀	10	****	n/a	Ceva Phylaxia	2015
SPF		23	Gi-Unique Variant	03090/2/1/15/TN (Tunistan variant)	4 Ingas ElOso		****	nya .	Ceva Phylaxia	2015
	\$3 single challenges in total							No protection Low protection		
							***	Average protection		
								Good protection		

in the field. It will provide several key benefits for poultry health and overall production efficiency, including:

- Decreased disease transmission
- Lower secondary infections
- Better vaccine efficiency
- Improved production performance
- · Economic benefits
- Protection of future flocks

Conclusion

The protection of poultry against

Infectious Bronchitis is essential for sustainable poultry production. A comprehensive approach that includes effective vaccination, stringent biosecurity and proper flock management is necessary to mitigate the risks associated with IBV. By adopting these measures, poultry producers can safeguard flock health, improve production efficiency, and minimise economic losses, ensuring a stable and profitable poultry industry.

Courtesy: http://www.poultryworld.net



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Litter amendment could be compromising health, safety and productivity

Do you know what's brewing in your poultry barn? Why your litter choices matter.

The average broiler chicken grower can expect to lose 1-5% of their chicks each 45-day production cycle. Managing a flock in the early days is a delicate balancing act - keeping them warm (but not too warm), eating and drinking (but not too much or too little), and thriving. And all of that without breaking the bank.

Litter management can seem basic. But it's one of those things - when it's working properly, it blends into the background. When it's not, it can be a downright mess. The choices you make about litter amendment can impact the welfare of your animals. It can impact the quality and lifespan of your equipment and your barn. And it can impact your bottom line in more ways than one.

Your litter amendment choices matter

Your litter amendment choices are likely influenced by cost, availability, and farm conditions. They are vital in reducing moisture, managing ammonia emissions, controlling pathogens, optimizing air quality, and maintaining overall litter health.

Several types of litter amendments exist, including acidifiers, adsorbers, microbials and alkaline materials. Acidifiers like alum and sodium bisulfate lower pH levels to reduce ammonia volatilization. Adsorbers like zeolites and diatomaceous earth absorb moisture and gasses, while microbial treatments introduce beneficial bacteria to break down organic matter. Alkaline materials like lime, although effective in controlling



pathogens, can increase ammonia emissions if not used carefully.

However, many of these amendments aren't available to organic production. are not organically compliant. The organic farming sector faces stricter regulations, and finding amendments that meet organic standards can be challenging - but necessary. OMRI Listed® poultry litter amendments meet organic certification requirements and production values, enabling organic farmers to manage moisture and ammonia without compromise.

Humidity can turn your barn into an ammonia hotspot

Humidity in poultry barns can create ideal conditions for ammonia production. Poultry barns are naturally warm and moist, and when poultry manure accumulates,

ammonia is a byproduct. It can irritate both bird and human eyes and respiratory tracts. And when your immune system is compromised, your ability to thrive is impacted. Unhealthy litter can and will have a knock-on effect in your barn. If you're not actively managing it, litter can also become a breeding ground for harmful bacterial and fungal growth. Not only can broiler growth be stunted (impacting your bottom line), but the wet material can also impact foot health, making the birds more susceptible to disease. Ammonia levels are especially high during the winter months and can create an uncomfortable environment for workers, particularly when ventilation is limited. Using the right litter amendment is crucial to keeping ammonia levels down.

Excessive moisture can also cause



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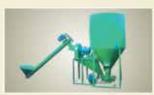
Killer Cone / Halal Cutting



De - Feathering Machine:



Chicken Portioning Machine



Feed Plant (Feed Mixer & Grinder)



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Plot No.365 & 366, Gokul Plots, Venkata Ramana Colony, Near Vasanth Nagar, Kukatpally, Hyderabad-72. A.P. INDIA. Email: appoultry@yahoo.com, appoultry@gmail.com, mprabakarreddy@gmail.com Tel/Fax: +91 40 23151576 | Website: www.appoultry.com hock burn, breast blisters, skin burns, foot pad dermatitis, bruising...not to mention, wounds are entry points for bacteria and viruses. Absorbents can keep litter dry and skin healthy.

The choices you make now can cost you more later

When it comes to litter amendments, choose quality over quantity - or you could end up paying for it later. If the litter in your barn doesn't absorb moisture, you will have to replace it more frequently to keep your birds healthy. If you don't neutralize ammonia, you'll need to ventilate your barns more - which is a double hit when you're also heating or cooling your barn in more extreme weather. If you use aggressive litter amendments, birds can suffer conjunctivitis, contact dermatitis and burns to legs and under wings... not to mention, highly acidic materials (such as those containing sulfuric acid) can cause significant damage your barn and equipment, accelerating structure and component deterioration.

A proactive and intentional approach to litter amendment mitigates a whole host of avoidable issues. When we control ammonia, we help protect the wellbeing of our animals, our workers and the environment. Manure accumulation management is more efficient when using the right litter with the appropriate litter additive. Combined with proper ventilation, these are just a few steps you can take to keep your barn fresh and mitigate the negative effects of ammonia emissions.

Less downtime, better productivity

I mentioned diatomaceous earth (DE) earlier. DE is mined from open pit mines and screened to the appropriate size for litter amendments. Even better: it's effective for both organic and conventional broiler flocks.

Let's get down to why and how DE is helping support poultry growers.

To start, it has great drying benefits. We've combined ours with citric acid in our patented product, <u>Activated Barn Fres.</u> It helps to lower the pH of litter, which means it's safe for workers to handle too. It can easily be added to your existing bedding to help build up moisture reduction.

Your litter amendment should be safe to add to the barn on the same day you add your chicks. It should also reduce downtime between flocks and support windrowing, the practice of turning and composting used litter, which heats it up, killing pathogens faster. As a result, your barn will be ready to support new flocks quicker, creating a healthy environment and reducing the harmful impact of ammonia on young chicks.

Healthy chickens are happy chickens

Controlling litter moisture is one of the best ways to keep flocks safe and healthy. Wet conditions lead to all sorts of nasty problems – hock burn, dermatitis, and ammonia production to name a few – this can cause stress, respiratory disease and irritated eyes in birds.

You know what's best for your operation. Protect your investment and make sure you're using a litter amendment that works with you, instead of against you.

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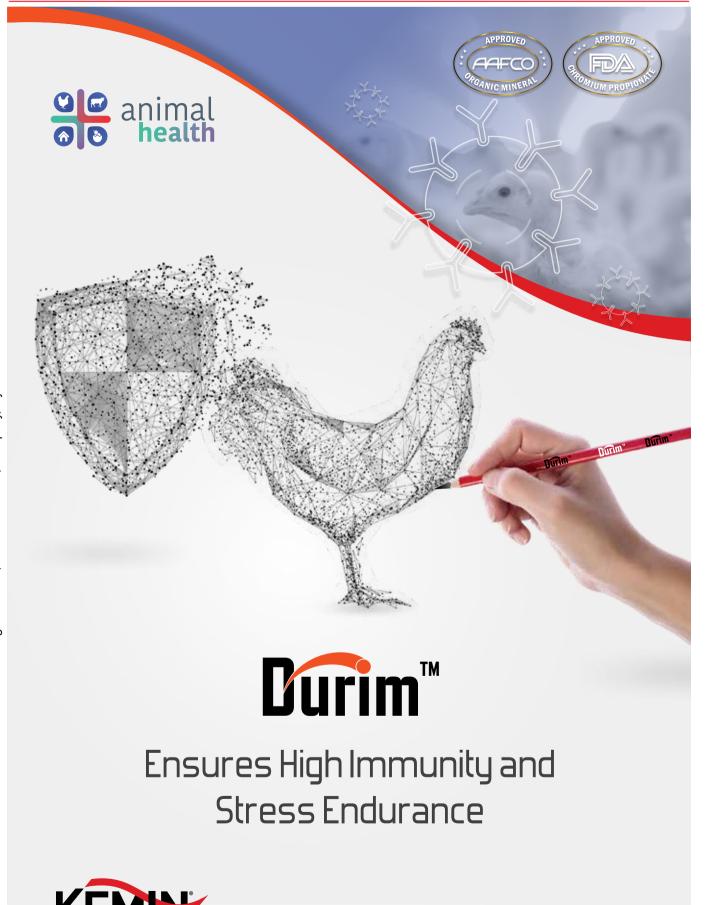
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