

Poultry Fortune

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Inside...

Editorial:

Eggs are versatile and affordable making them invaluable component of a healthy diet across the globe



Ratan Tata

Ratan Tata believed that businesses should not only serve shareholders, but also the society at large



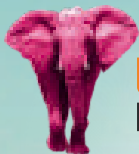
Optima Life Sciences inaugurates new State-of-the-Art Manufacturing Facility

Industry remembers pioneering poultry scientist Dr Julia J. Dibner



VIP honours Dr Girish Kolwankar with Life Time Achievement Award

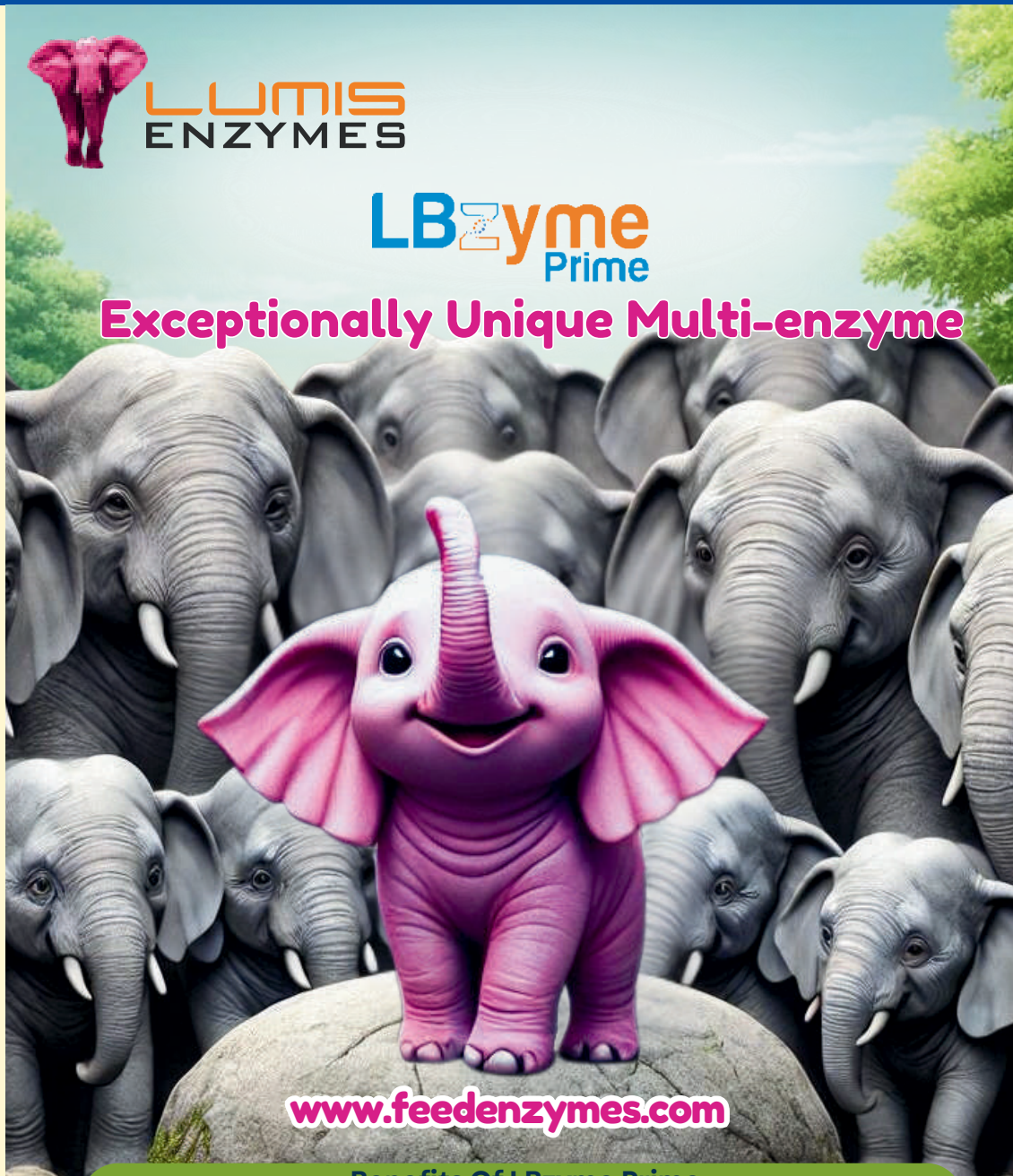
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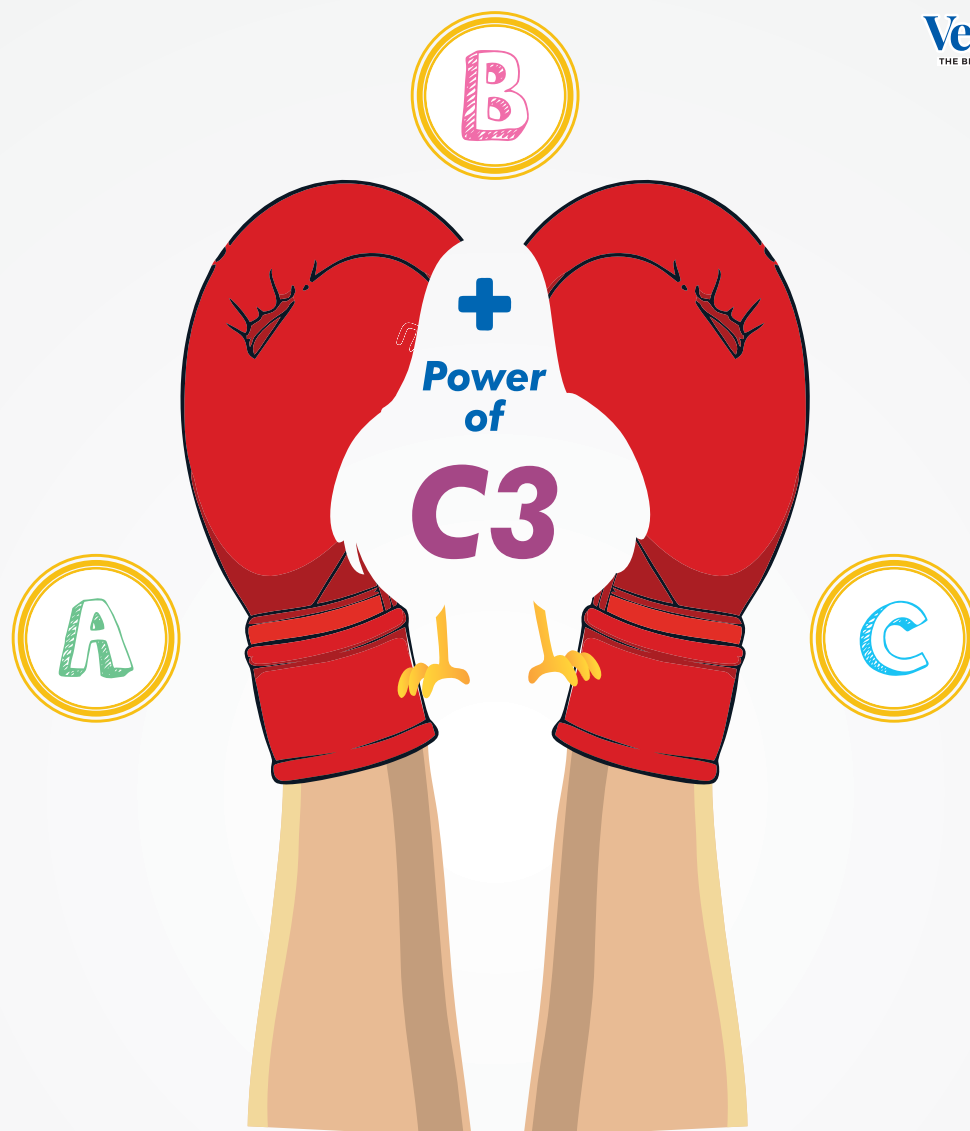
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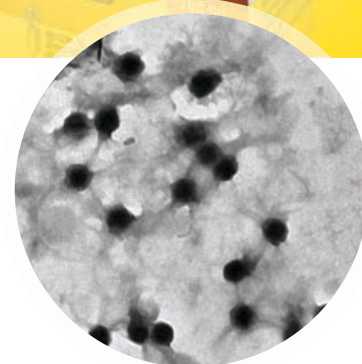


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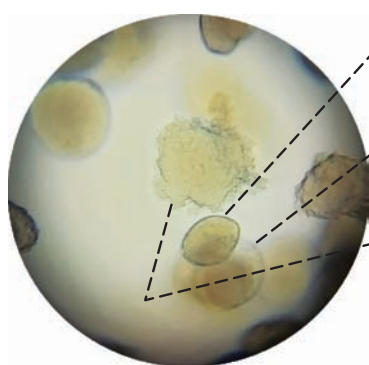
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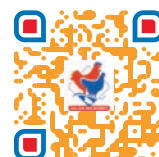
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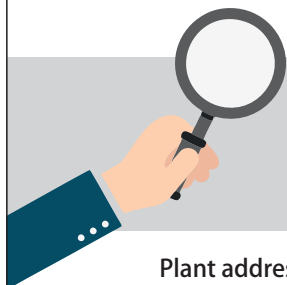
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Editorial

11. Eggs are versatile and affordable making them invaluable component of a healthy diet across the globe.

News

14. Vets In Poultry holds 6th AGM, New Team Elected.
16. World Egg Day 2024: Gandhi Hospital's Commitment to Health and Community.
18. Optima Life Sciences seminar discusses on 'Understanding Causes of Lameness Incidences in Poultry and Strategies to Minimize it'
20. Optima Life Sciences celebrates World Egg Day with Residential Aashram School in Pune.
22. Bentoli Inc reinforces the presence in South Asia with New Regional Office in Chennai, India.
24. Eggs are versatile and affordable making them an invaluable component of a healthy diet across the globe.
26. PFI holding 35th AGM on December 27-28 at Gurugram.

26. Hotraco acquired by Munters AB.
28. NOVUS remembers pioneering poultry scientist Dr Julia J. Dibner.
30. Antimicrobial Use Stewardship Principles – Life Line Feeds & KPFBFA.
32. NUQO expands team in South Asia by welcoming Reena Rani as Head of Marketing, South Asia.
34. Uttara Inaugurates Advanced Laboratory in Chandigarh.
38. Srinivasa Hy-Line Technical Seminar 2024 held on "Maximizing Profitability & Performance of Egg Farming".

Special Feature

48. Optima Life Sciences inaugurates new State-of-the-Art Manufacturing Facility in Jejuri, Pune

Articles

56. Embracing the changing digital landscape of India: Digital solutions in Livestock and Animal Husbandry
58. Understanding Recent Feed Refusal and Poor Feed Intake

ADVERTISERS' INDEX

A.P. Poultry Equipments	66	Novozymes	06
Adelbert Vegyszerek	21	Neotle Global	43
Alltech Biotechnology Pvt Ltd	51	Promois International Ltd	39
Amantro Agro	61	Provet Pharma Pvt Ltd	52
Anthem Biosciences Pvt Ltd	10	Provimi Animal Nutrition India Pvt Ltd	33
Aviagen India Poultry Breeding Co. Pvt Ltd	05	Salem Microbes Pvt Ltd	04
Avitech Nutrition Pvt Ltd	07	Srinivasa Farms Pvt Ltd	03
Bentoli	35	Sterling Biotech Ltd	08
Camlin Fine Sciences Ltd	37	Swiss Chemie International	27
DSAND Animal Nutrition Pvt Ltd	47	Timo Eva Wellness Pvt Ltd	25
Flavour Trove	23	Trouw Nutrition	57
Glamac International Pvt Ltd	15	Uttara Impex Pvt Ltd	54
Glocrest Pharmaceutical Pvt Ltd	29	Vaksindo Animal Health Pvt Ltd	67
Himalaya Wellness Company	63	VALVIN Nutraceuticals	59
Immeureka Animal Health Pvt Ltd	46	Vansh Specialities	13
Indian Herbs Specialities Pvt Ltd	19	Venkateshwara B.V. Biocorp Pvt Ltd	17
Indovax Pvt Ltd	65	Venky's (India) Limited	41
Kemin Industries South Asia Pvt Ltd	BC	Ventri Biologicals	02
Lavizen Health Care Pvt Ltd	31	Zenex Animal Health India Pvt Ltd	55
Lumis Biotech Pvt Ltd	FC	Zeus Biotech Pvt Ltd	64
Natural Remedies Pvt Ltd	53	Zhanjiang Hengrun Machinery Co Ltd	44 & 45

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☎ +91-819 729 8530

Satish Sharma

✉ satish.s@anthembio.com



Nikhila Raj

✉ nikhila.r@anthembio.com

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Ratan Tata believed that businesses should not only serve shareholders, but also the society at large

Eggs are versatile and affordable making them invaluable component of a healthy diet across the globe

Livestock and animal husbandry sector has also not remained untouched from the changing tides. The digitalization wave has penetrated across the species and the value chain whether it is related to precision nutrition or better farm management. With the increasing penetration of digitalization into animal production and the advancement of IoT technology, a new frontier has opened in which science and technology have combined to increase automation and bring more rapid real-time decision-making options.



Dear Readers,

The November 2024 issue of Poultry Fortune is in your hands. *In the news section you may find news about...*

The world mourned the loss of Ratan Tata, Chairman of Tata

Group and Tata Sons, an iconic business leader who shaped India's corporate landscape and left an indelible legacy through his transformative leadership at Tata Group. Born on December 28, 1937, Ratan Tata's journey from the shop floors of Tata Steel to becoming Chairman of Tata Sons is a story of vision, ethical leadership and an unrelenting commitment to societal progress.

Ratan Tata was born into the Tata family, inheriting a legacy of leadership and industrialism. Educated at Cornell University and Harvard Business School, his initial foray into business began humbly. This early exposure gave him a deep understanding of the company, helping him later steer Tata Group during critical junctures.

Beyond business success, Ratan Tata was always focused on using innovation for social good. Ratan Tata was equally dedicated to improving society through philanthropy. Ratan Tata himself believed that businesses should not only serve shareholders but also the community at large.

Throughout his life, Ratan Tata was known for his commitment to ethical leadership. He firmly



Ratan Tata

believed that business should be conducted with transparency, integrity and a focus on societal welfare. Under his leadership, Tata Group became a beacon of corporate governance and ethical business practices. He upheld the principle

that companies must be socially responsible, a sentiment reflected in the group's approach to corporate social responsibility (CSR).

His belief in young entrepreneurs and his willingness to support their ventures showcased his forward-thinking mindset, even after stepping down from the daily operations of Tata Group.

Ratan Tata's life is a story of humility, leadership and vision. He received numerous accolades, including the Padma Vibhushan, India's second-highest civilian honour. Yet, despite his towering achievements, Ratan Tata remained down-to-earth, always accessible to those who sought his wisdom.

His life was dedicated not just to building a global conglomerate but to creating an ecosystem where businesses thrive on values and ethics. From global acquisitions that changed the face of Indian business to his unparalleled contributions to society, Ratan Tata's legacy will continue to inspire future generations of business leaders. His impact, both on India and the world, will be remembered as one of excellence, compassion and visionary leadership.

Contd on next page



Poultry Fortune

Our Mission

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

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

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

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

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

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We will miss u Ratan Tata Sir. For the kind of life he lead and for the contributions he made to the Indian society, Ratan Tata may be considered as Bharat Ratna.

World Egg Day, the annual global event, which takes place on the second Friday of October aims to raise awareness about the essential role eggs play in supporting health, nutrition and food security worldwide. Different companies and institutions celebrated World Egg Day by conducting cooking competitions with variety of items with eggs and distributed eggs to the different sections of the people. Eggs are versatile and affordable making them an invaluable component of a healthy diet across the globe.



NOVUS is remembering a founding member of its research team – and a pillar in the animal agriculture industry. Julia J. Dibner, Ph.D., passed away the week of September 30, 2024. She dedicated nearly 30 years to

poultry research, many of those spent at NOVUS, where she served as director of biology research and then senior research consultant and distinguished Science Fellow before retiring from the industry in 2014. She earned her doctorate in cellular and development biology from Washington University in St. Louis, Missouri in 1980.

Dibner collaborated with many universities and institutions globally. Her findings are still used by the research and industry communities globally. She also served as an associate editor for the international journal Poultry Science.

She received numerous awards and recognition for her scientific achievements. She was repeatedly recognized with nominations to Monsanto's Science Fellow program and served as NOVUS' first Distinguished Fellow. In May 2003, a jury of scientists and technology experts from Washington University and St. Louis University in the United States awarded her the St. Louis Technology Award for her contributions to coccidiosis control. As one of the few women in the industry in the 1980s, Dibner was a mentor to future industry leaders and advocated for women to pursue a career in science.

NOVUS President and CEO Dan Meagher, who worked with Dibner when he was president of global animal nutrition solutions at NOVUS, says Julia was an invaluable member of the NOVUS family and the entire animal agriculture industry.

Optima Life Sciences Pvt Ltd inaugurated new State-of-the-Art manufacturing facility in Jejuri, Pune, a land mark achievement that underscores their commitment to innovation, quality and community engagement in the animal sector. The company's Executive Chairman Mr Vinay Kulkarni said that this facility represents a significant investment in their operational capabilities allowing them to scale manufacturing processes to meet the increasing demand for their products.

In the Articles section, **Embracing the changing digital landscape of India: Digital solutions in Livestock and Animal Husbandry**, authored by **Dr Chandani Parihar**, discussed that the impact of digital transformation on

livestock and animal husbandry sector cannot be ignored and many more future innovations can be expected. The current challenge for the animal nutrition industry is where to wisely invest and how to extract value for customers and company with the advancement of resource-demanding technologies. Sensible assimilation of data and biology rather than blindly embracing a technology driven agenda could provide huge opportunities for innovation in the animal nutrition industry. Embracing the changing technology landscape in the industry does not mean accepting every digital solution offered but rather understanding what the commercial and technical risks are and then developing the appropriate mitigation strategies that can optimize both mechanistic and machine learning models to improve the welfare of people, planet and profit.

Another Article titled, **Understanding Recent Feed Refusal and Poor Feed Intake**, authored by, Dr Naveen Kumar, stated that Ever growing genetic potential of broilers is further demanding the increase in feed intake by the birds as modern commercial broilers will not grow to their full genetic potential unless they consume their full nutritional requirement each and every day. Simultaneously, it is also now accepted that with higher sustained genetic potential, we now have bird strains that are perhaps more sensitive to any given diet change. Scientific community have equivocally reported that beside adequate diet formulation, maintaining maximum feed intake is the single-most important factor that will determine the rate of growth and efficiency of nutrient utilization in birds.

The presence and proper penetration of water in feed chemistry not only affects the pellet texture but also its structure and uniformity. Even the small amounts of bound water that occurs in feed may have a marked effect on the pellet texture. Feed industry high dependence on PDI (Pellet Durability Index) as only benchmark parameter for pellet quality is certainly now playing a detrimental role to further improve the processed pellet feed quality.

Results in Layer and Broiler farming can be achieved as per specifications when the breeder guidelines are followed. Farmers and Integrators have to give sufficient time and attention to farm management and check the developments there time to time to ensure results. When you invest your hard earned money into it, a little more care and attention can prevent losses and help in profitable farming all the time.

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
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Vets In Poultry holds 6th AGM, New Team Elected

Dr Girish Kolwankar, Managing Director, Premium Chick Feeds Pvt Ltd received Life Time Achievement Award from VIP

Karjat, September 25, 2024:

The Vets In Poultry (VIP) association held its Annual General Meeting (AGM) at Karjat marking another milestone in its journey towards strengthening the poultry industry. The event commenced with the ceremonial lamp lighting by esteemed dignitaries Dr Ajay Deshpande, Dr C. B. Pathak, Dr Ajit Ranade, Dr Girish Kolwankar, Dr Ravinder Reddy, Dr Mahindra Singh, Dr Santosh Ire and Dr Vishal Rawat.

The AGM was chaired by Dr Ajay Deshpande, President of the Association, who set the tone for the event. Dr Santosh Ire, Secretary of VIP reflected on the association's 5-year journey in his welcome address and presented the annual report for the last year.

The proceedings continued with Dr Prasad Kulkarni reading the financial report followed by Dr Ajit Ranade, Technical Advisor, announcing the new executive body for the upcoming term. In his



Dr Girish Kolwankar received Life Time Achievement Award from VIP

presidential address, Dr Ajay Deshpande outlined the association's objectives and goals for the coming

years, emphasising VIP's vision for the future. He also introduced and welcomed the newly appointed committee members.

1. Dr P. G. Pedgaonkar.
2. Dr Anju Deshpande.
3. Dr B. A. Pawar.
4. Dr Sahebrao Rathod.
5. Dr Anurag Jenna.
6. Dr Amol Pawar.

After the formal conclusion of the AGM by Dr Ajay Deshpande, the event moved into technical discussions, initiated by Dr



Dr Ajay Deshpande, President, VIP, delivering his speech



Dr Santosh Ire, Secretary, delivering AGM proceedings



Dr Vishal Rawat, Head, VIP North India Committee

Amol Pawar, supported by industry veterans such as Dr Girish Kolwankar, Dr Anil Phadke and Dr Badgujar. There was enriching a presentation on work-life balance delivered by Dr Anju Deshpande addressing the growing need for maintaining equilibrium in the demanding veterinary profession.

Dr Gunasekhar shared his ground breaking work on probiotics showcasing innovation with in the industry. This was followed by a presentation on a



Condolences observed by VIP to Dr N. Elangovan of Timo Eva & IRIS Life Solutions who passed away recently.

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VIP North India Committee

controlled house project for scientific trials by Dr Jayashri which further captivated the audience with its insightful data and results.

One of the event's highlights was the Life Time Achievement Award presented to Dr Girish Kolwankar, a visionary leader and stalwart in the poultry industry. The

award recognized his relentless dedication, passion and excellence throughout his career. In his acceptance speech, Dr Kolwankar reflected on his professional journey and offered valuable advice to young professionals inspiring them to thrive in this dynamic field.

The event concluded with a heartfelt vote of thanks



Dr Girish Kolwankar honoured with Life Time Achievement Award by VIP

by Dr Onkar Pawaskar, who appreciated the sponsors for their support. The AGM was filled with energy and enthusiasm as both young and seasoned professionals left with renewed commitment to the association's cause and the betterment of poultry farming community.

With every member keen to contribute to providing

quality and safe protein to the nation, VIP is poised to scale new heights, ensuring the continued success of the association and the poultry sector as a whole.

Team VIP thanked contribution and support from the stakeholders, sponsors, VIP's various committee members and the supporters.

World Egg Day 2024: Gandhi Hospital's Commitment to Health and Community

Dr Raj Kumari, Civil Surgeon, Dr Sheshadri, NECC and poultry farmers and pharmaceutical industry participated in the program that had distributed 6,000 boiled eggs to patients, doctors, supporting staff and police department in Hyderabad on the occasion of World Egg Day 2024. Dr S. Ravinder Reddy, Dr R. Srinivas Rao, NECC and other segments of poultry industry joined the celebrations.



Dr Raj Kumari, Civil Surgeon, speaking about the merits of Egg during World Egg Day celebrations on 11 October 2024.





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Optima Life Sciences seminar discusses on ‘Understanding Causes of Lameness Incidences in Poultry and Strategies to Minimize it’

Pune: Optima Life Sciences Pvt Ltd hosted an engaging Technical Seminar with topic “Understanding Causes of Lameness Incidences in Poultry and Strategies to Minimize it” at Amanora the Fern Hotels & Club, Pune on October 15, 2024. The seminar was attended by more than 125 participants, primarily from the Poultry Farmers and Breeders Association (MH) along with prominent figures from the poultry industry across India.

The Seminar opened with an impactful presentation by **Dr Nivedita Pande** on addressing lameness in poultry. This session delved into the use of analytical epidemiology as a tool to detect lameness. Dr Pande shared the results from a clinical controlled trial (CCT) adjusting parameters based on findings from pilot and subsequent studies.

This research aims to offer practical guidelines for reducing lameness in broilers raised in commercial settings, enhancing both health and productivity. The study identified several key diagnostic indicators strongly associated with lameness, including elevated heterophil-to-lymphocyte (H/L) ratios, high serum phosphorus and low levels of zinc and boron. Significant correlations were also noted between body weight, femoral length, bone curvature and lameness. Dr Pande highlighted the potential for future studies to predict subclinical lameness enabling early intervention.

Dr U.C. Patel, Expert Nutritionist provided insights into the metabolic causes of lameness and the economic impacts of leg weakness. He emphasized the importance of mineral balance, particularly the

relationship between calcium, phosphorus and phytase in preventing lameness. He also added that once lameness appears in a flock, simply increasing calcium and phosphorus is insufficient without addressing other underlying factors. He advised that mineral sources should be carefully analyzed for content and bioavailability.



Dr Nivedita Pande addressing the seminar

Dr C.V. Chandrasekaran, Vice President, Optima Life Sciences concluded by highlighting the role of improving calcium and phosphorus digestibility in reducing the risk of lameness. In light of these discussions, Optima Life Sciences introduced Ozyme P Advance, a



Vinay Kulkarni and his daughter **Sakshi Kulkarni** during the seminar



Dr U.C. Patel making a presentation



Dr C.V. Chandrasekaran making a presentation in the seminar

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potent combination of potentiated phytase and boron. This product boasts unique features, including 10% higher activity than conventional phytase enzymes (measured in FTUs) protection against denaturation and enhanced stability for a longer shelf life. With this innovative product launch, Optima Life Sciences aims to significantly contribute to the poultry industry by helping prevent lameness and improving overall flock health and productivity.



The Seminar, expertly organized by the Director Ms Sakshi Kulkarni and study facilitated by Mr

Vinay Kulkarni, Executive Chairman, Optima Life Sciences concluded with a sense of optimism setting

the stage for further advancements in poultry health management.

Optima Life Sciences celebrates World Egg Day with Residential Aashram School in Pune

Pune: In a heartwarming celebration of World Egg Day, Optima Life Sciences, a leading name in poultry nutrition and healthcare, joined hands with Matoshri Ramai Ambedkar Primary & Secondary Residential Aashram School in Pune, an institution dedicated to supporting children from single-parent families and those with limited access to education.

The event began with the distribution of boiled eggs, symbolizing the nutritional value of this affordable superfood. Dr Swapnil Survase delivered an engaging speech, focusing on the health benefits of eggs as a rich source of protein essential for the students' growth and development. The distribution of boiled eggs represented not just a celebration, but

a commitment to the children's overall well-being and proper nutrition.

In addition, Optima Life Sciences also provided the students with drawing kits, aimed at enriching their educational journey and promoting creativity. Dr Kalyani Sarode expressed her gratitude for the opportunity to make a meaningful impact on the lives of the students. Taking the cue from the Chairman of Optima Life Sciences, Vinay Kulkarni, he stated, "We believe in the power of education and good nutrition to transform lives. This collaboration on World Egg Day underscores our commitment to fostering positive change in our community.

Optima Life Sciences remains committed to its mission of enhancing the

well-being of communities through meaningful and impactful initiatives. Their commemoration of World Egg Day with the Matoshri Ramai Ambedkar Primary & Secondary Residential Aashram School highlights their dedication to creating positive change.



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Bentoli Inc reinforces the presence in South Asia with New Regional Office in Chennai, India

Chennai: Bentoli Inc., a globally renowned leader in animal nutrition, announced the inauguration of its new regional office for the South Asian market in Chennai, Tamil Nadu, India. The inauguration ceremony held on the 18 September 2024 was graced by Mr Edward Robinson, the Global Director of Bentoli Inc., marking a major milestone in the company's growth and its commitment to the South Asian market.

The opening was attended by dignitaries, business partners and employees reflecting Bentoli's unwavering dedication to excellence in animal nutrition. The modern office is strategically located in Chennai's Anna Salai business district, offering state-of-the-art infrastructure that houses key departments such as executive leadership, finance, IT and HR. The new facility is set to drive the company's strategic decision-making and day-to-day operations, positioning Bentoli as a significant contributor to the animal nutrition industry in the region.

The office's design features open workspaces, meeting rooms and employee lounges, fostering a culture of collaboration, innovation and a balanced work environment. This expansion is expected



Mr Edward Robinson, Global Director of Bentoli Inc, and Dr Victor Suresh, Managing Director of Bentoli Agrinutrition, illuminating the ceremonial lamp during the inauguration at Chennai.

to elevate Bentoli's services and contributions, providing a strong foundation for its mission to deliver superior animal nutrition solutions.

During the ceremony, Mr Edward Robinson expressed his enthusiasm for the expansion in India, stating "India represents a dynamic and growing market for Bentoli. The opening of our new head office in Chennai reflects our commitment to providing localized solutions that meet the unique needs of the Indian animal nutrition industry. We believe this expansion will enable us to serve our clients better and contribute to the growth of the industry."

The new office will serve as Bentoli Agrinutrition's central hub for operations in India, encompassing research and development,

customer support and sales management. The company remains dedicated to delivering cutting-edge nutritional solutions that improve animal health and productivity, contributing to the success of farmers and producers across the country.

About Bentoli:

Bentoli is dedicated to

providing our customers with the highest quality products, services and consultative solutions that will tangibly improve their operational and financial performance.

The company manufactures preservatives, processing and nutritional additives for aqua and animal feeds. It employs a comprehensive and methodical approach to develop optimal solutions for feed manufacturers and farmers. Working closely with feed manufacturers and livestock operators to thoroughly understand their specific needs, the company uses a consultative, collaborative approach to identify problems, develop solutions and continuously monitor performance to achieve desired results for our customers. It has an active R&D involving labs and animal rearing facilities.

Bentoli has manufacturing facilities in North America and Asia and serves customers through an extensive network of sales offices and valued distributor partners throughout the globe.



Bentoli Agrinutrition team with Mr Edward Robinson, Global Director of Bentoli Inc.



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Eggs are versatile and affordable making them an invaluable component of a healthy diet across the globe

Bentoli celebrates World Egg Day with an Egg-citing Culinary Competition

Trichy, Tamil Nadu: Bentoli AgriNutrition India Pvt Ltd celebrated World Egg Day with a fun and flavorful Egg Cooking competition at their Chennai and Trichy offices. The annual global event, which takes place on the second Friday of October aims to raise awareness about the essential role eggs play in supporting health, nutrition and food security worldwide.

To kick off the celebration, Dr Hanumanth Rao, Technical executive, delivered an insightful presentation on the significance of World Egg Day. He highlighted the nutritional powerhouse that eggs represent, being rich in high-quality protein, vitamins and essential minerals. Eggs are versatile and affordable making them an invaluable component of a healthy diet across the globe.

The main event of the day was an exciting cooking competition that saw teams from various departments come together to showcase their culinary skills using eggs as the star ingredient. Participants created a wide variety of innovative dishes such as Stuffed Egg Bread Omelette, Steamed Egg Omelette, Chettinad Egg Poriyal, Egg Paniyaram, Egg Fingers, Egg Lollipop, Egg



Gravy, Egg Muffins, Egg 65 and Egg Thokku.

Dishes were judged based on creativity, presentation, taste and the innovative use of eggs in the recipes. After much deliberation, the winners were announced and awarded prizes with all participants enjoying the delicious and diverse egg creations during a shared office feast.

“The event was a fantastic

way to promote team bonding and showcase the many ways eggs contribute to a healthy, balanced diet,” said Dr Jayanta

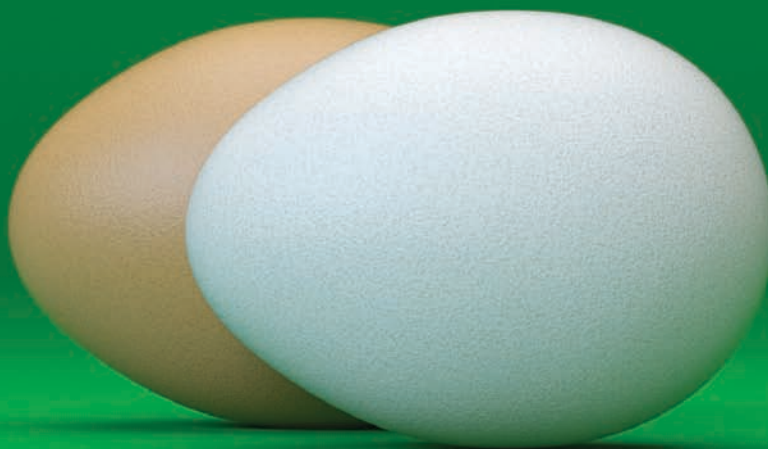


Bhattacharyya, Director-Techno-commercial. “We are thrilled to have had such enthusiastic participation from our staff and to have celebrated this global day in such a unique and fun-filled way.”

The success of the event not only raised awareness of the nutritional benefits of eggs but also encouraged a sense of camaraderie among employees while promoting creativity in the kitchen. Bentoli AgriNutrition continues to support initiatives that foster a healthy work-life balance and a greater understanding of sustainable nutrition.



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PFI holding 35th AGM on December 27-28 at Gurugram

Sonepat: Poultry Federation of India (PFI), an apex association of poultry farmers, breeders, equipment manufacturers, pharmaceutical companies and all allied industries, is organizing its 35th Annual General Body Meeting (AGM) at Hotel The Leela, Gurugram on 27 - 28 December 2024.

Sponsors Invited

PFI President Ranpal Dhanda invited sponsors for the AGM. There are six categories of sponsorship like Super Platinum Rs 10,00,000; Platinum Rs 5,00,000; Diamond Rs



Ranpal Dhanda,
President, PFI

4,00,000; Gold Rs 3,00,000; Silver Rs 2,00,000 and Bronze Rs 1,00,000.

In addition to the above deliverables, the sponsoring companies can display their advertisements in form of standees / banners

at prominent locations. Table space will also be provided to the sponsors near the registration and in the hallway. The logos of all the sponsors shall be printed on PFI Invitation cards, welcome banners, main backdrop banner and on all PFI promotional banners. All sponsoring companies will be honoured by presenting them mementos during the AGM.

Delegate Registration:

The Online Delegate Registration is open until 15 December 2024. The executive committee has approved a resolution wherein the online registration will remain closed after 15 December 2024. However, there will

be an on spot registration facility subject to availability of registration. The details of registration fee are: Rs 7000 until November 15; Rs 12000 until December 15 and Spot Registration Rs 15000 on the Day of Event.

The registration fee includes Lunch, High Tea, Cocktail, Networking Dinner and attending Musical Entertainment Program on December 27 - 28.

To register online for the AGM, please visit the link: <https://poultryfederation.org/register-now.aspx>

For further information, please contact at Mobile No: 85752 22224.

Hotraco acquired by Munters AB

Munters AB (SE) and its business area Food Tech has acquired Hotraco with headquarters in Hegelsom (NL) from Amsterdam based family office Nedvest (NL).

Hotraco is a leading provider of premium controllers and systems for automation, targeting the global agricultural technology industry mainly within poultry, layer and greenhouses. In addition, Hotraco provides solutions for crops storage, expanding Munters business area Food Tech's offering within the food supply value chain to a new segment.

Munters acquisition of Hotraco marks another step in its strategy to create a digital eco system built around data capture platforms and software that supports a more efficient and sustainable food production.

"The acquisition is fully in line with our digital strategy and supports our

vision to provide insights driving optimization across the entire value chain to improve yield, sustainability, transparency and animal welfare", says Pia Brantgärde Linder, President of business area Food Tech.

Munters is building a comprehensive ecosystem centered on data capture platforms such as controllers, sensors and IoT combined with advanced supply chain optimization software for AI-driven analytics.

"With an installed base of 45,000 controllers across 50 countries, predominantly in Europe, Hotraco strengthens our European presence. The acquisition expands the amount of data integrated into our data ecosystem

around the global food supply chain", comments Pia Brantgärde Linder.

Hotraco's potential to boost its business performance significantly relies on securing livestock, crop storage, and horticulture projects worldwide. Additionally, the company's current size offers unique growth opportunities through the development of both existing and new sales channels, while also consolidating a dynamic presence in competitive target markets and regions.

"We are very pleased to have found a new owner for Hotraco and strongly believe that Munters is the right fit. The acquisition will provide exciting opportunities for management and the

employees of Hotraco, with whom we have had the pleasure to work with over the past years", says Jurriën Duijker, Investment Director of Nedvest.

The CEO of Hotraco, Berta Danielsdottir will remain as Managing Director and take a seat in the Business Line Controller Management team.

"The decision to sell to Munters was driven by the owners' strategic intent to ensure the long-term success of Hotraco. Munters, as a well-respected and established player in our key markets with a robust network of customers and suppliers, was identified as the ideal partner to support Hotraco's continued growth and secure its future. I am very much looking forward to continue our journey as part of Munters", says Berta Danielsdottir, Chief Executive Officer of Hotraco.

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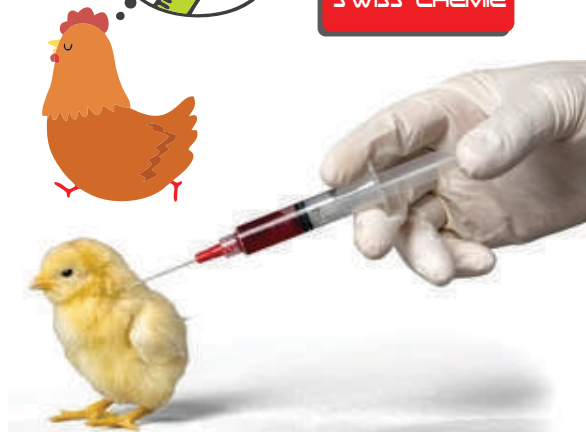
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NOVUS remembers pioneering poultry scientist Dr Julia J. Dibner

Chesterfield, MO (October 8, 2024) – NOVUS is remembering a founding member of its research team – and a pillar in the animal agriculture industry.

Julia J. Dibner, Ph.D., passed away the week of September 30, 2024. She dedicated nearly 30 years to poultry research, many of those spent at NOVUS where she served as director of biology research and then senior research consultant and distinguished Science Fellow before retiring from the industry in 2014.

She earned her doctorate in cellular and development biology from Washington University in St. Louis, Missouri in 1980. She was first employed by the Monsanto Company and moved to work for NOVUS when the company was created in 1991.

Authoring over 140 research papers and having presented at conferences and seminars around the world, Dibner's cutting-edge work touched nearly every part of the animal nutrition additive and health industry. Her research included 2-hydroxy-4 (methylthio) butanoic acid (HMTBa), organic acids, antibiotic growth promoters, trace minerals, bone and tissue development, gut health, oxidative balance, early nutrition, nutrient formulation and pathogen challenge trials. While primarily focused on poultry, her studies also included swine and ruminants.



Dr Julia J. Dibner

Dibner collaborated with universities and institutions, many in the United States, including The Ohio State University, University of Arkansas, Virginia Tech, Rowett Institute of Nutrition and Health at the University of Aberdeen, Agriculture & Agri-Food Canada Research, North Carolina State University, Stephen F. Austin State University, and the University of Missouri-Columbia. Her findings are still used by the research and industry communities globally.

Her dedication to animal research resulted in many patents, as well as the development of groundbreaking products ALIMET® Feed Additive, MHA® Feed Additive, MFP® Feed Supplement, MINTREX® Bis-Chelated Trace Mineral, ACTIVATE® DA Nutritional Feed Acid, and former NOVUS products OASIS hatchling supplement and SANTOQUIN®. She also helped develop the coccidiosis vaccine ADVENT®.

She received numerous awards and recognition for her scientific achievements. She was repeatedly recognized with nominations to Monsanto's Science Fellow program and served as NOVUS' first Distinguished Fellow. In May 2003, a jury of scientists and technology experts from Washington University and St. Louis University in the United States awarded her the St. Louis Technology Award for her contributions to coccidiosis control.

She also served as an associate editor for the international journal Poultry Science.

As one of the few women in the industry in the 1980s,

Dibner was a mentor to future industry leaders and advocated for women to pursue a career in science.

NOVUS President and CEO Dan Meagher, who worked with Dibner when he was president of global animal nutrition solutions at NOVUS, says Julia was an invaluable member of the NOVUS family and the entire animal agriculture industry.

"Julia is a prime example of an intelligent, innovative, enterprising and dedicated scientist whose ingenuity sparked new areas of study," he says. "She worked with partners around the world who held her in the highest esteem and her legacy is with us today in her research and our intelligent nutrition solutions. On behalf of the NOVUS team, I want to express my heartfelt gratitude and sympathy to her family and those who knew her."

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals and methionine feed additives, along with a network of experts worldwide to provide guidance on management best practices.

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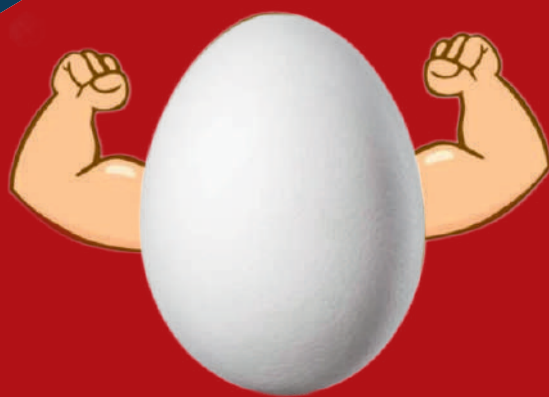
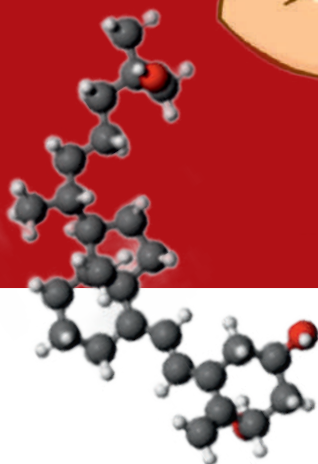


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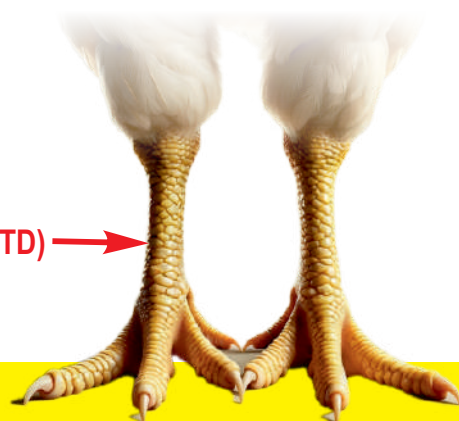


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Antimicrobial Use Stewardship Principles – Life Line Feeds & KPFBA

Bengaluru:

Transformational Strategies for Farm Output Risk Mitigation (TRANSFORM) is a United States Agency of International Development (USAID) funded project led by Cargill with collaborating partners including the International Poultry Council (IPC) and Heifer International. The antimicrobial use stewardship principles were developed by the IPC to drive global change throughout the animal agriculture industry by



Signing of IPC AMU Stewardship Principles with KPFBA. Dr Jeetendra Verma, IPC India Lead and M.S.R. Prasad.

guiding actions to avoid the need to use, but when needed, ensure proper use of antimicrobials. By generating support from the global poultry industry of science-based principles to address antimicrobial use, the industry is acting to combat antimicrobial resistance (AMR) and reduce its impact on global health security.

Antimicrobial use stewardship recognition – private sector leadership TRANSFORM is pleased that private sector leaders recognize the need to act in advancing antimicrobial use stewardship principles.



Signing of adoption certificate with Life Line Feeds team. From Left: Nandan K Hegde, Arjun K Hegde, Kishore Kumar Hegde, Dr Jeetendra Verma and Dr Subramanya Bhat.

Through 06 May 2024, 26 private sector organizations have acted to support the stewardship principles, reaching over 140 countries, and representing over 40% of global poultry meat production spanning all sectors of poultry production from fully integrated systems to small farms.

We are extremely pleased to announce that Life Line Feeds (India) Pvt Ltd. is adopting and Karnataka Poultry Farmers and Breeders Association (KPFBA) is endorsing the antimicrobial use stewardship principles. On behalf of Life Line Feeds, the MD of company Mr Kishore Kumar Hegde signed the certificate in the presence of Dr Subramanya Bhat, Vice President, Mr Arjun Hegde, Director, Mr Nandan Hegde, Director and Dr Jeetendra Verma, IPC India Lead.

Karnataka Poultry Farmers and Breeders Association (KPFBA) also endorses the IPC Principles on AMU Stewardship and the certificate was signed by the Secretary of KPFBA

Mr M.S.V. Prasad in the presence of Mr Naveen Pasupathy, President, Dr Harsha Kumar Shetty, Chairperson, Technical Committee, Mr H.N Rajasekar, Treasurer of KPFBA along with Dr Palanisamy, GM VHPL, Dr G Gopal Reddy, Secretary IVPI and Dr Jeetendra Verma of IPC.

By adopting or endorsing the principles, organizations are committed to encouraging or taking action that centers around four key points. First, organizations agree to take a risk-based approach around each instance of antimicrobial use and consider why, when, which and how much to administer. Second, organizations agree to adopt farm management practices that improve animal health and would reduce the need for antimicrobial use. Third, organizations commit to using antimicrobials only in compliance with national authorizations and, fourth, that antimicrobials critically important for human medicine should only be used under a supervising veterinarian's diagnosis and oversight.



Inayatullah Khan, Dr G Gopal Reddy, H.N. Rajasekar, Dr Harsha Kumar Shetty, Dr Jeetendra Verma, Dr Palanisamy, M.S.R. Prasad and Naveen Pasupathy.



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NUQO expands team in South Asia by welcoming Reena Rani as Head of Marketing, South Asia

Bengaluru, 18th Oct 2024

– NUQO Animal Nutrition India Pvt. Ltd., a leader in innovative animal nutrition solutions, is excited to announce the appointment of Reena Rani as Head of Marketing, South Asia. In this role, Reena will oversee all marketing functions and will lead strategies & key initiatives of NUQO in the South Asia region and will be driving growth and engagement across key markets.

Reena brings over 12 years of extensive experience in marketing. Campaigns, pricing strategy, digital marketing, content creation, social media strategy, branding, marketing communication, and business analytics are her core strengths. Her deep expertise spans across top industry players such as Cargill and Novus, where she developed and implemented marketing programs that delivered measurable success.

With a strong academic background, Reena holds a master's degree in industrial chemistry and an advanced Diploma in Digital Marketing and Analytics from the prestigious Indian Institute of Management, Kozhikode (IIMK). Her blend of technical knowledge and strategic marketing insights makes her a valuable addition to NUQO India's leadership team.

"We are thrilled to have Reena join us at NUQO.



Ms Reena Rani,
Head Marketing, South Asia.

Her proven ability to lead and execute innovative marketing strategies will be instrumental in expanding our presence in South Asia," said Ewenn Helary, CEO at NUQO Feed Additives. "We are confident that Reena's leadership will bring fresh perspectives and help elevate our brand in the region."

"We are delighted to welcome Reena to the NUQO team. Her deep



Ewenn Helary, CEO.

understanding of the South Asia market and her exceptional track record in marketing make her the perfect fit to lead our efforts in this important region. Reena's leadership will help us strengthen our marketing capabilities and further solidify NUQO's position as a leader in animal nutrition solutions.

We look forward to the innovative strategies she will bring to the table," said Neeraj Kumar Srivastava – Managing Director, South Asia.

"We are thrilled to welcome Reena to the NUQO team. She brings a unique blend of technical expertise and sharp strategic marketing insight," said Stephanie



Neeraj Kumar Srivastava,
MD, South Asia.

Ladirat, Technology Director at NUQO Feed Additives. "Her skills and vision will be key assets as we drive growth and innovation in South Asia market. We are looking forward to collaborating with her and see her talents and ideas flourish"



Stephanie Ladirat,
Technology Director.

Reena's appointment comes at a pivotal time for NUQO as the company continues to expand its foot print in the global animal nutrition market. Her role will be crucial in driving customer engagement and market penetration, further positioning NUQO as a trusted provider of natural, sustainable animal nutrition solutions.

About NUQO Feed Additives

NUQO® is a pioneer in combining **phytogenics & phycogenics** with a unique and cutting-edge micro-encapsulation technology that preserves efficacy and ensures optimal release of active ingredients.

Based on this expertise, NUQO® promotes various solutions that help professionals to better address challenges related to **performance, health or welfare** of animals. For more information, please contact: info@nuqo.eu



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On October 16, 2024, Uttara Impex Pvt. Ltd. proudly unveiled its third state-of-the-art laboratory in Chandigarh, a momentous event that signifies our ongoing commitment to enhance the quality and accessibility of advanced technology for India's poultry farmers. The opening ceremony took place at Hotel Radisson Blu in Chandigarh, attended by a distinguished gathering of industry experts, esteemed guests, and poultry farmers from across Northern India. The new facility represents a significant stride in our mission to drive innovation, and support the farming community by providing cutting-edge technology and high-quality services.



KEYNOTE SPEAKER AND CHIEF GUEST

The event was honored by the presence of Mr. Yusuke Kitagawa San, General Manager of Sumitomo Chemical Co. Ltd., Tokyo, who served as the Chief Guest. His inspiring keynote address highlighted the importance of technological advancements in the poultry sector and aligned with our vision to foster sustainable growth in the industry. Mr. Kitagawa's support and insights added immense value to the occasion, reinforcing the significance of collaboration between international and domestic entities to advance the poultry sector in India.

DISTINGUISHED GUESTS AND CONTRIBUTORS

We were privileged to host a number of distinguished guests who contributed to the event's success through their valuable insights and participation. These included:

- Mr. Praneeth Rao, Director, Uttara Impex Pvt. Ltd.
- Mr. Bharat Aswani, Managing Director, Foss India Pvt. Ltd.
- Dr. M.M. Chawak, General Manager, PDRC - Pune
- Dr. S.P. Singh, General Manager, VHPL North India
- Dr. Rakesh Gupta, PDRC Chandigarh



Their presence underscored the importance of this milestone and the shared commitment to fostering growth and innovation in the poultry sector.

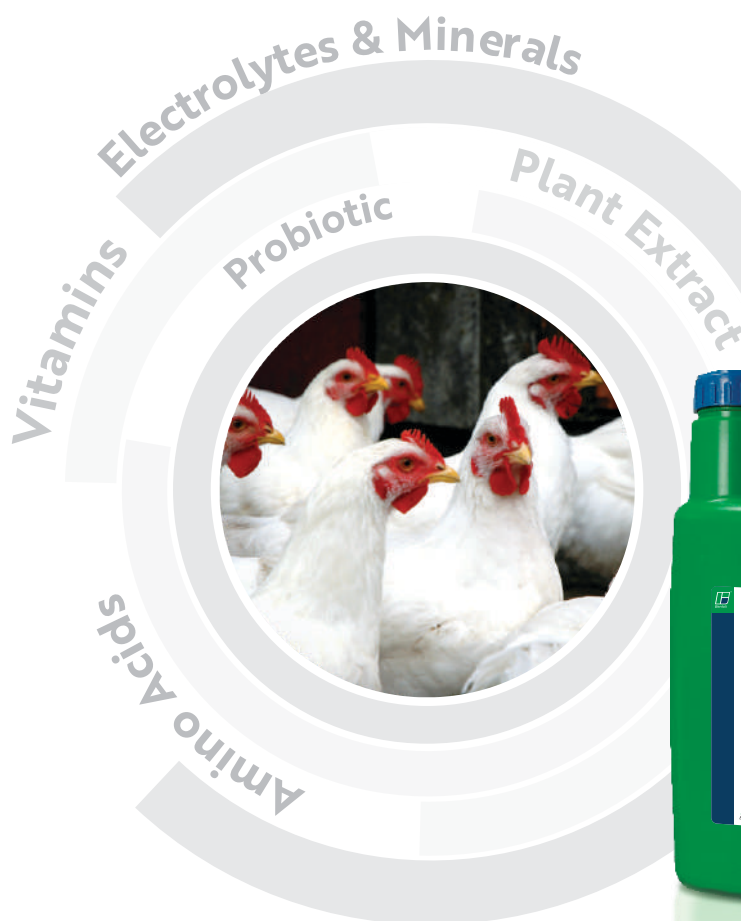
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Laboratory Innovations and Services

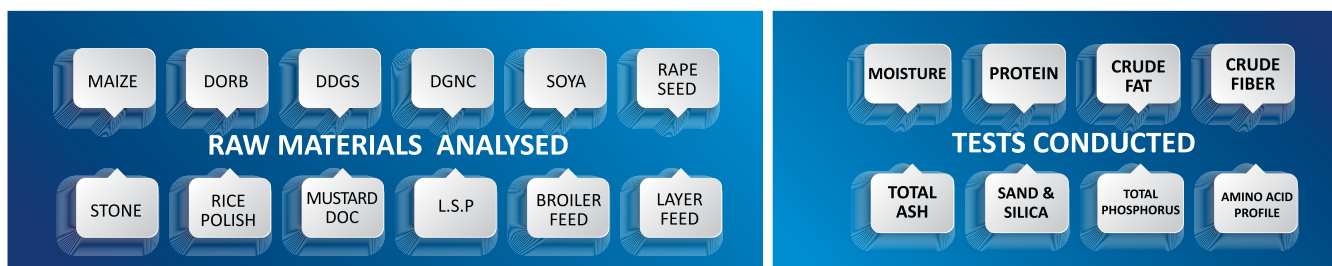
The highlight of the new lab is the installation of the cutting-edge FT Near-Infrared Spectroscopy (FT-NIRS) machine. This advanced technology is used for non-destructive chemical analysis of raw materials, enabling precise identification and quantification of various components. The FT-NIRS system boasts of several key benefits including higher resolution, superior wavelength accuracy, enhanced signal energy, and real-time analysis capabilities, making it a highly reliable tool for the poultry sector.



To ensure the accuracy and reliability of its analyses, the lab utilizes a range of calibration methods, such as:

- Foss Calibration
- Venky's Indian Calibration
- Uttara Impex's Proprietary Calibration

With the collaboration of PDRC Pune, the lab has also developed a robust Near-Infrared (NIR) calibration for proximate analysis, designed to yield accurate results within minutes. This system has been fine-tuned based on extensive research and testing on Indian raw materials.



Comprehensive Laboratory Services

The new facility offers an array of services aimed at supporting the poultry farming community. It includes:

- 1. Advanced FT-NIRS machine:**
Provides detailed profiling of amino acids and proximate analysis of the raw material.
- 2. High-precision testing:**
Ensures consistently accurate and reliable results.
- 3. Cutting-edge equipment:**
Facilitates comprehensive analysis and detailed reports.
- 4. Efficient service delivery:**
Offers timely results to support farmers and feed mills.
- 5. Complimentary testing:**
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Event Conclusion and Future Outlook

The event concluded with a luncheon and presentations, where industry leaders shared their insights on the latest developments and emerging technologies in the poultry sector. We look forward to the new laboratory serving as a center for technological advancements, driving sustainable growth and innovative practices in the poultry farming sector. This facility will be instrumental in Uttara Impex's continued efforts to support the poultry farmers, promote sustainable practices, and facilitate knowledge sharing among experts.



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Srinivasa Hy-Line Technical Seminar 2024 held on “Maximizing Profitability & Performance of Egg Farming”

Srinivasa Hy-Line Technical Seminar 2024 with the topic “Maximizing Profitability & Performance of Egg Farming” was conducted at Palm Exotica, Hyderabad on 16 to 18 October 2024. We are excited to announce the successful completion of Srinivasa Hy-Line Technical Seminar. This exclusive event brought together Indian poultry industry thought leaders, the global Hy-Line International team, industry experts and top consultants to discuss groundbreaking insights aimed at enhancing the productivity and profitability of the Hy-Line W-80 in India, said a note from Srinivasa Farms Pvt Ltd.

The seminar featured esteemed speakers from Hy-Line International, including:

Mr Jonathan Cade,
President, Hy-Line International,

Dr Daniel Alberto Valbuena Hernandez, Global Technical Manager, Hy-Line International,

Dr Petek Settari, Applied Geneticist, Hy-Line International,

Mr Vitor Arantes, Global Technical Service Manager, Hy-Line International,

Mr Thomas Dixon, Global Product Manager, Hy-Line International,

Dr Ravindran Marimuthu, Technical Manager, Hy-Line India.

These industry leaders



Suresh Chitturi



Jagapati Rao Garu



Jonathan Cade



Dr Daniel Valbuena



Thomas Dixon



Dr M Ravindran



Dr S.V. Rama Rao



Andrew Gomer



Ashok Mandava



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provided valuable insights into the latest developments in egg production and

Hy-Line genetics sharing record-setting benchmarks and performance standards that are shaping the future of the industry.

In addition to the Hy-Line team, presentations from renowned companies such as Vaksindo Animal Health Pvt Ltd, dsm-firmenich Animal Nutrition & Health, Kemin Animal Nutrition & Health, Asia Pacific, Cargill Animal Nutrition & Health, EW Nutrition, Nova-Tech Engineering and Mr Ashok Mandava, Managing Partner, Vijayanagar Egg Farm contributed significantly to the discussions. Dr Chandrasekaran, Dr S.V. Rama Rao and Dr Jayaraman have moderated different sessions and facilitated insightful discussions that engaged all participants.

We extend our heartfelt gratitude to our partners: Vaksindo Animal Health Pvt Ltd, dsm-firmenich Animal Nutrition & Health, Kemin Animal Nutrition & Health | Asia Pacific, Cargill Animal Nutrition & Health, EW Nutrition, Nova-Tech



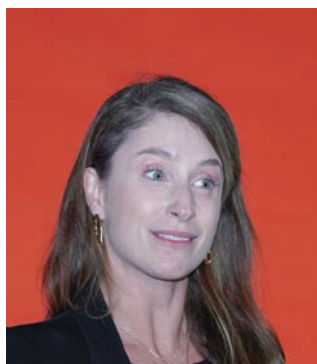
Dr Chandrasekaran



Dr Jayaraman



Dr Lieske Van Eck



Dr Lorran Baeumle Gabardo



Dr M Ravindran



Dr R Chanthirasekaran

Engineering, HIPRA, Tara Group and Virbac. Your collaboration is driving innovation in Indian egg farming and we are proud to work alongside you in this journey. The seminar concluded with a strong commitment to reshaping the future of egg farming in India, setting new industry standards and fostering progress in poultry farming, the note added.



Dr Ganesh Darban, Mr Suresh Chitturi and Ms Jahnavi Chitturi



*Narender Kummar Sharma , Ashok Mandava
Suresh Chitturi and Ms Jahnavi Chitturi*



Suresh Chitturi and Jonathan Cade

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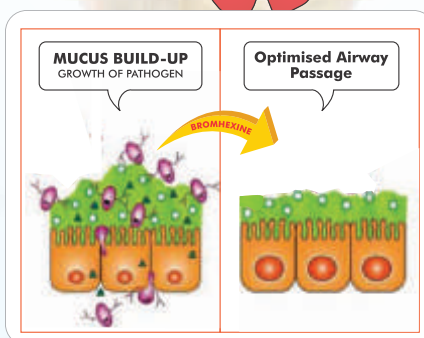
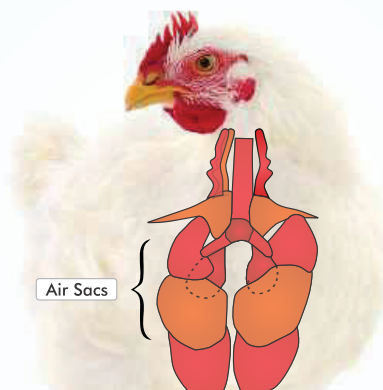


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A view of participants in Srinivasa Hyline technical Seminar 2024



Dr Lorrán Baeumle Gabardo, Thomas Dixon and Dr Ganesh Darban



Andre Gomer, Dr Ajay Awati, Thomas Dixon, and Dr M Ravindran



Ashok Mandava, Dr Lieske Van Eck, Dr R Chanthirasekaran and Dr Daniel Valbuena

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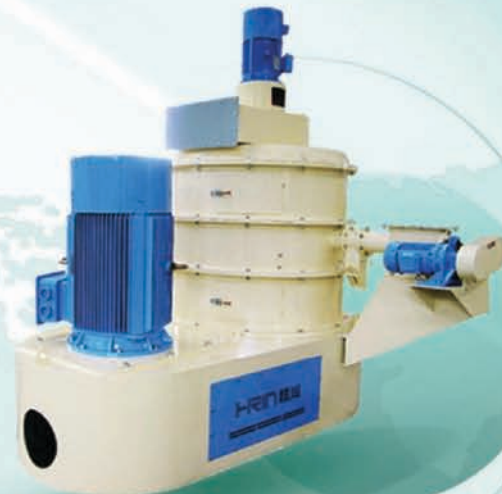
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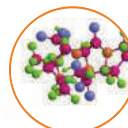
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Optima Life Sciences inaugurates new State-of-the-Art Manufacturing Facility in Jejuri, Pune

Pune: Optima Life Sciences proudly announces the inauguration of its new manufacturing facility in Jejuri, a land mark achievement that underscores our commitment to innovation, quality and community engagement in the animal sector, said Mr Vinay Kulkarni, Executive Chairman, Optima Life Sciences Pvt Ltd. The facility was officially opened on 16 October 2024 in a ceremony attended by industry leaders, local government officials and valued business partners.



Vinay Kulkarni,
Executive Chairman,
Optima Life Sciences Pvt Ltd

Optima Life Sciences proudly announces the inauguration of its new manufacturing facility in Jejuri, a land mark achievement that underscores our commitment to innovation, quality and community engagement in the animal sector. This facility represents a significant investment in our operational capabilities, allowing us to scale our manufacturing processes to meet the increasing demand for our products, said Mr Vinay Kulkarni, Executive Chairman, Optima Life Sciences Pvt Ltd in an exclusive interview by Poultry Fortune Editor M.A. Nazeer.

Expanding Production Capacity

The newly inaugurated facility spans 4.5 acres area and is equipped with cutting-edge technology designed to enhance production efficiency and quality. This facility represents a significant investment in our operational capabilities, allowing us to scale our

manufacturing processes to meet the increasing demand for our products, he stated.

“Our new plant in Jejuri is a game changer for Optima Life Sciences, With advanced manufacturing capabilities and a commitment to quality, we are well-positioned to serve our customers better and

respond to market needs with agility”, stated Mr Vinay Kulkarni.

Advanced Technologies and Processes

The Jejuri facilities feature: **Advanced Nauta Mixer Technology:** This state-of-the-art 6 MT / Hr mixing solution enables precise ingredient integration, resulting in consistent and

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Fully Pneumatic Transfer System

This automated system enhances efficiency by transporting materials without manual handling, minimizing contamination risks and improving safety.

Auto Bagging and Heat Sealing System



Col (Dr) Y. Sudheer Kumar, VSM, CEO of SR Group and A. Gopal Reddy, Director, Sneha Farms, unveiling the logo of Optima Life Sciences at the plant.



From Left: Vinay Kulkarni, Executive Chairman, Optima Life Sciences, Vijay Kulkarni (brother), Sakshi Kulkarni, (daughter), Vandana Kulkarni (mother), Aarti Kulkarni wife of Vinay Kulkarni and his sister during the inauguration of new State-of-the-Art manufacturing facilities of Optima Life Sciences in Jejuri, near Pune, Maharashtra on 16 October 2024.



Guests are given a traditional welcome at Optima's new plant inauguration.

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Optima Life Sciences family during the inauguration of the new Plant at Jejuri, near Pune, Maharashtra on 16 October 2024



Research and Development Labs

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Future Outlook

With the inauguration of this GMP, HACCP, ISO and FAMI QS certified facility, Optima Life Sciences is poised for growth and innovation in the animal nutrition and health sector. This expansion enhances our ability to develop and produce a wide range of health solutions, ultimately benefiting our customers and communities, he stated.

“As we look to the future, we are excited about the opportunities this facility presents for our company and the positive impact we can have on health and wellness globally,” added Mr Vinay Kulkarni.

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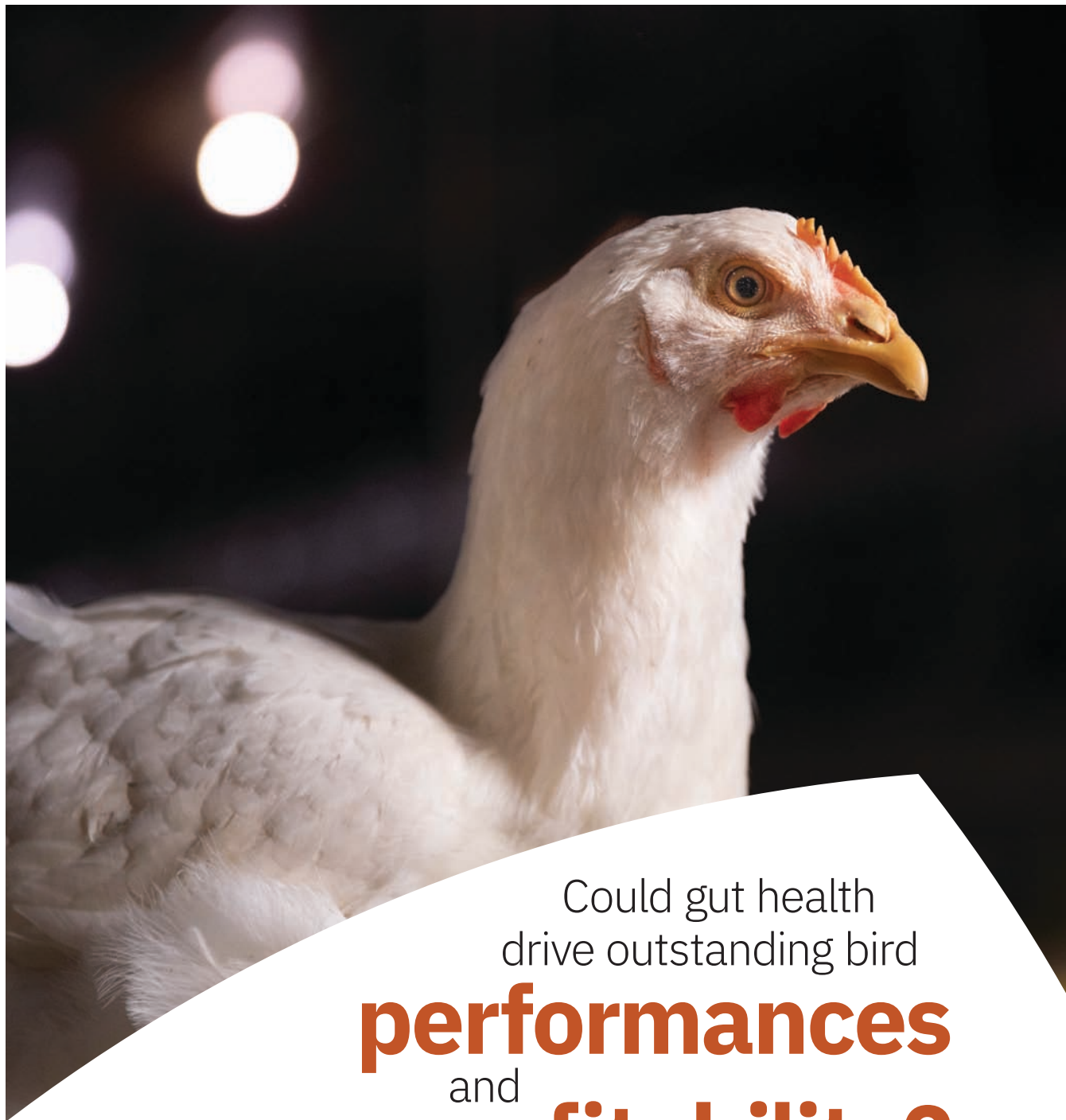


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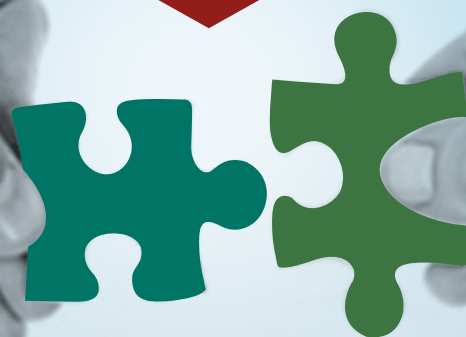


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02

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04

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05

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06

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Dr Chandani Parihar, Strategic Marketing Director, Nutreco India

India's rise into the technical landscape has facilitated change for digital innovations and transformations across businesses over the past decade. Digital transformations and IoT (Internet of Things) enablers have all become a critical stepping stone for organizations in achieving long-term goals and providing solutions for long-standing challenges. Ushering on the phenomenon of startups and venture capitalists, many tech-based services have started surfacing that aim to provide more solution-based and customer-friendly environment.

Livestock and animal husbandry sector has also not remained untouched from the changing tides. The digitalization wave has penetrated across the species and the value chain whether it is related to precision nutrition or better farm management. With the increasing penetration of digitalization into animal production and the advancement of IoT technology, a new frontier has opened in which science and technology have combined to increase automation and bring more rapid real-time decision-making options. In this article, we

look at three core areas where digital solutions have become an enabler for the industry.

IoT solutions to address the challenges in value chain

Over the last few years, there has been a rise in tech-startups who have brought in innovative solutions especially for dairy and aqua value chain. They aim to simplify farm and feed management, bring in better efficiencies while ensuring quality throughout the value chain. Given the huge opportunity India presents with a growing animal protein consuming population, these solutions have also garnered the attention of investors.

Nutreco too has invested into two such companies via its investment arm, Nufrontiers. One such company is Stellapps, an IoT based startup, which aims to digitalize the entire dairy value chain. The organization presents a unique integrated model that works at all intervention points from farms to processors that monitors the milk quality throughout to ensure that end consumers have a certified milk quality. At the same time, farmers are benefitted from a one-stop solution model wherein all their requirements from feed, health supplements to AI (Artificial Insemination) and extension services

are provided. All of this is backed by cloud-based data monitoring and insight generation services that help to predict any existing diseases, other challenges and provide remedial action on immediate basis.

Another such IoT startup, that is successfully changing the lives of aqua farmers is Eruvaka Technologies. Their unique cloud-based aquaculture pond management solutions help to monitor ponds with intelligent control of aerators and feeders real-time, to reduce the production cost and risk of farmers while ensuring an increase in yield and improved FCR. Such remote monitoring technologies with right insights has helped farmers in Ecuador to become a leader in global shrimp farming.

Animal Nutrition Models and Services for Precision Nutrition:

In today's uncertain environment, farmers are facing the difficult challenge of reconciling resources management, animal health & welfare, reduced ecological footprint, output quality with animal performance and sustainable income. When every decision impact animal and business performance, one wants to build on more than intuition alone.

Trouw Nutrition also provides an integrated digital solution and service under its **NutriOpt** platform that provides right insights and supports

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decision-making with the belief that Knowledge Feeds Success. Tools like **NutriOpt On-Site Adviser (NOA)** and **Mycomaster** under the platform are aimed to bring lab to the sample for quick on-farm analysis of nutrients and mycotoxins respectively.

Another comprehensive solution to enable precision nutrition are the animal nutrition models. It has been demonstrated over the last 5 decades that integrated nutrition models based on a sound biological framework will continue to help producers, integrators and animal nutrition companies to remain profitable in a sustainable way.

As our understanding of animal biology and nutritional metabolism continues to grow so too does the accuracy and applicability of models improve. Advancements in science now give us the ability to accurately predict growth at various stages and respective feed intake, as well as incorporate feed additives into mechanistic animal models. This has led to the role of models increasing

beyond only providing nutrition solutions but also providing practical day-to-day management advice to improve efficiency and profitability.

Increasing reach to customers:

Digital solutions also enable the businesses to reach directly to customers whether it is via utilization of various social media platforms that provide a medium to directly connect with consumers or through app-based services that eliminate middlemen and increase the product reach.

New age digital platforms and solutions have opened several channels through which information is being communicated to stakeholders. Businesses are becoming more aware of the power of these platforms in communicating about their brand and developing brand stories. While one must be careful in choosing the platforms, the effectiveness cannot be doubted in today's age where every body accesses information through mobile phones.

Conclusion:

The impact of digital transformation on livestock and animal husbandry sector cannot be ignored and many more future innovations can be expected. The current challenge for the animal nutrition industry is where to wisely invest and how to extract value for customers and company with the advancement of resource-demanding technologies. Sensible assimilation of data and biology rather than blindly embracing a technology driven agenda could provide huge opportunities for innovation in the animal nutrition industry. Embracing the changing technology landscape in the industry does not mean accepting every digital solution offered but rather understanding what the commercial and technical risks are and then developing the appropriate mitigation strategies that can optimize both mechanistic and machine learning models to improve the welfare of people, planet and profit.

Understanding Recent Feed Refusal and Poor Feed Intake

Dr Naveen Kumar, B.V.Sc & A.H (Gold Medalist), M.V.Sc (IVRI, Bareilly) is a food & oil seed grains storage specialist and a finished feed quality expert for Asian and other tropical countries. He is also Business Director and is located in Faridabad, India.

"Higher the consumption, better is the performance" is a popular saying amongst the poultry fraternity. This popular saying may not be a universal scientific truth, but it surely highlights the importance of feed intake (consumption) in the performance of the flock as the amount of feed consumed by poultry is closely associated with the

growth performance. Ever growing genetic potential of broilers is further demanding the increase in feed intake by the birds as modern commercial broilers will not grow to their full genetic potential unless they consume their full nutritional requirement each and every day. Simultaneously, it is also now accepted that with higher sustained genetic potential, we now have bird strains that are perhaps more sensitive to any given diet change.



Dr Naveen Kumar
Business Director
Delst Asia (South Asia)

Scientific community have equivocally reported that beside adequate diet formulation, maintaining maximum feed intake is the single-most important factor that will determine the rate of growth and efficiency of nutrient utilization in birds.

A slight or 'transient feed refusal' is quite common in broilers when the pelleted diet is first introduced in the feeder but recently a rampant increase in the feed refusal incidences

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have been reported both from poultry farmers as well as the feed milling industry that too from across the different climatic zones and in different time of the year.

To understand this sudden increase in the feed refusal incidences at the farms, it is highly imperative that first we understand the fundamental physiological theories which explains the feed intake control in birds.

Unlike mammals, there is no one theory which explains the control of appetite or feed intake in birds, but the most accepted theory explains that a number of signals arrive at the cerebral cortex or hypothalamus and stimulate those nerves that pass through the hypothalamus, from where other nerve networks transmit information to the organs, such as the gizzard, liver, intestine and pancreas. These signals come directly from the food itself (color, shape and smell), whereas others originate from the intestinal tract following the ingestion of food. In contrast to mammals, visual and textural properties of food have a much greater influence on feed intake of birds than taste or smell. The bird will not readily consume feed if it does not recognize it as food by visual means. Birds are also quite sensitive to shape.

Feed Refusal – Dietary or Sensory?

There are several factors which can cause feed intake problems in the broilers and may be broadly categorised as:

1. Dietary Factors &
2. Sensory Factors

Dietary Factors: Dietary factors that influence feed intake is mainly related to dietary nutrient composition (either deficiency or in excess to the bird's requirement). Dietary energy has the most predictable effect on feed intake of broiler birds. Feed intake will decrease as dietary energy content increases and will increase as dietary energy content decreases, until it is limited by either gut fill or other physiological limitations. Layer birds manifest better adjustment in their energy consumption as a consequence of

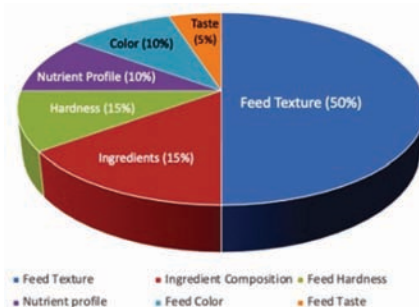
dietary energy concentration than the broiler. Dietary protein and amino acid content have more of an indirect effect on feed intake than any direct effect. Similarly, dietary vitamins and minerals, anti-nutritional factors produced by fungal or microbial metabolism in the feed including managemental issues regarding access of feed and water apart from environmental or disease factors also have its effect on feed intake.

Mostly, if the feed refusal is because of dietary factors, this would be common among all flocks rather than one or selected individual flocks.

Sensory Factors: Sensory factors that influence feed intake can be categorized in three basic stages of food ingestion:

1. Food Recognition;
2. Food Prehension & Ingestion; and
3. Gastrointestinal Activity.

Every time a nutritionist formulates a feed formula with new ingredients, it doesn't only change the nutrient composition but also the feed pelleting ability during feed processing in the feed mill as well as its final palatability by the birds because of its major change in feed texture. Changes in the physical characteristics of the feed are the main reason behind sensory influences or an alteration in the feed intake. Main physical characteristics of pellets feed texture (dryness & moisture), feed hardness / density, feed colour, feed taste etc.



Effect of Feed Intake (%)

The physical nature of the feed, namely, the combination of feed texture and hardness, are the overwhelming factors impacting feed intake at the time of diet change, as

clearly seen in the transition from crumbs to pellets in young broilers. Changes in ingredient composition and nutrient profile are intimately linked, and together can represent an important additional novel change during this transition. Feed colour and taste are of lesser importance but this may be because we don't yet fully understand their significance to the bird.

Recent trends of feed refusal observed in several broiler farms across India have been quite baffling.

The pelleted feed from the same batch, supplied to several broiler farms have not only reported farm to farm variation in the feed intake but also some incidences of complete feed refusal. Though it is often difficult to identify the root cause problem of feed refusal unless a complete review of feed and management practices is made but surprisingly sooner the farm switched to a different batch or say new brand of pelleted feed from different manufacturer, the feed intake was immediately resumed. This clearly highlighted the sensory challenges being presented in that particular pelleted diet.

After careful comparative observations between several pellet samples, it was generally noticed that feed texture and pellet hardness were the two most distinguished factors responsible for the rise of feed refusal or scratching incidences at the farms.

Feed texture

Let's talk and discuss more about the feed texture aspect first. Feed texture is the most important factor which influences the feed consumption in the birds. Mechanoreceptors and chemo-receptors clustered in the birds mouth (taste buds), helps the birds rapidly gauge the feed's quality by its textural properties. Chickens have an average of about 360 taste buds, out of which approx. 50% located in the palate, around 40% in the floor of mouth and rest only 4% in the tongue. This taste bud distribution in the buccal cavity of the poultry is directly associated with the contact time of the feed

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on the different areas of the mouth to enable better gustatory discrimination. Even though poultry have far less number of taste buds than mammals, they do have a good sense of taste and changes in taste. Research papers also concluded that birds are more responsive to weakly flavored foods than strongly flavored foods indicating that a bird's sense of taste can be overwhelmed.

Also, because of the very high degree of keratinization of the beak, birds have very little ability for oral manipulation of the any kind of feed offered. Feed particles must first be picked up and positioned by the beak and then a forward thrust of the head along with particle release moves the feed to the back of the mouth where it is coated with viscous saliva before swallowing. If the feed is too finely ground and not properly pelleted, it interacts with the saliva and forms a sticky mass that solidifies and interferes with prehension, especially when the diet contains **high percentage of broken rice, millets, wheat or other small grains**. Researches have confirmed that though mouth cavity of poultry is quite dry, there is a certain role of saliva to first moist and lubricate even the drier feed to push it well down the esophagus.

Though chickens are considered seed-eaters, the **efficiency of feed intake is greatly dependent upon the particle size and shape** that complements the physical attributes of the bird's mouth. And this makes uninformed feed milling and feed processing a complete 'no' to the feed industry. Birds have clear cut difficulty in consuming pellets that is too large or too small relative to the dimensions of its beak. As poultry do not have teeth, so large particles or pellets cannot be "bitten" and divided into smaller ones. But simultaneously research also suggests that when given a choice, young broilers prefer large particles and generally avoid the smallest particles. Although poultry can apprehend fine feed, they cannot do it efficiently without significant feed wastage. Moreover, they must work more to consume a fine

feed than pelleted feed, essentially reducing the productive energy of the feed. If the diet is offered as a meal, consumption will diminish in the young bird when particle sizes are small. If the mean diameter is below 0.8 mm this response becomes clearly noticeable. The depressive effect is proportional to the reduction in mean diameter of the particle. On an average each reduction of 100 microns (0.1 mm) is associated with a decrease in intake of 4%. That is the reason why finely ground feeds are poorly consumed by poultry.

Generally the pellets are processed poorly under extreme **low moisture and high temperature** (with or without high die compression) conditions in tropics, which causes both Maillard Reaction Products (MRPs) as well as Caramelization (a hardened candy effect on the pellet surface) giving the impression of a well formed pellet but a very rough, brittle and a hard pellet surface which poorly affects the feed texture. At the similar die compression and conditioning temperature, the Maillard effect is most profound in all those pellets where moisture lack in penetrating the feed chemistry (particular to starch) which causes the glucosidic link to break away in excessive frictional heat inside the die passage and to react with the lysine. Though not reported, but this could be an interesting future research on Maillard, which involves aldol condensations (an aldehyde-amine condensation reaction) leading to the formation of polymeric compounds called "Melanoidins" (this is what we see in the darkened bread crust) on the surface of pellet and which may be negatively affecting its feed texture and taste.

The presence and proper penetration of water in feed chemistry not only affects the pellet texture but also its structure and uniformity. Even the small amounts of bound water that occurs in feed may have a marked effect on the pellet texture. Feed industry high dependence on PDI (Pellet Durability Index) as only benchmark parameter for pellet quality is certainly now playing a detrimental role to further improve the processed pellet feed quality.

Final moisture available in the pellets have a great significance on determining its texture which make the pellets appear either soft, rough or smooth. Total moisture of the pellets can be defined as bound moisture which is the initial moisture in the ingredients plus added moisture from steam condensation and water added at mixing, if any. In a field survey, we observed that feed pellets with higher than 11.5% total initial moisture had the lowest hardness or feed refusal issues at farms but as the total moisture kept going low below < 10% and up to 8-9%, there was significant increase in pellet hardness along with feed intake issues. Possible explanation of this phenomenon is that relationship between gelatinization and pellet hardness. The feed pellets with higher degree of gelatinization might be softer than the ones with lower degree of gelatinization which is related to the superior distribution of gelatinized starch across the pellets. In general, pellets having adequate moisture content exhibited a texture that is moist, juicy, tender and chewy. But in the pellets where moisture content got lowered, undesirable textural attributes such as dryness, hardness or tightness occurred to the pellet.

Pellet Samples	Moisture (%)	Hardness (Kg/N)	PDI	Feed Intake
Pellet sample 1	11.5	2.6	78	Good
Pellet Sample 2	10.5	3.2	85	Good
Pellet Sample 3	10.8	3.0	82	Good
Pellet Sample 4	9.5	4.5	84	Poor
Pellet Sample 5	9.2	5.2	85	Feed Refused
Pellet sample 6	8.8	5.4	87	Feed Refused

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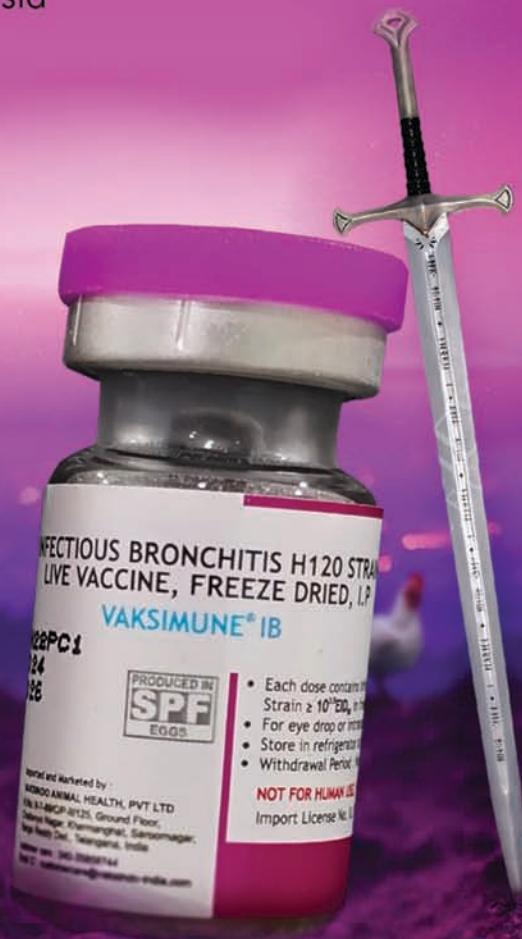
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