

Poultry Fortune

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• Production • Nutrition • Management • Marketing

April 2024

Annual Subscription: Rs 800 Foreign \$ 100

Inside...

Editorial:
India and USA resolve
dispute over poultry
imports



PFI and USAPEEC Sign
MOU to Address Protein
Deficiency



VICTAM Asia and Health
& Nutrition Asia 2024
create platform ...



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(Padmaja's daughter)
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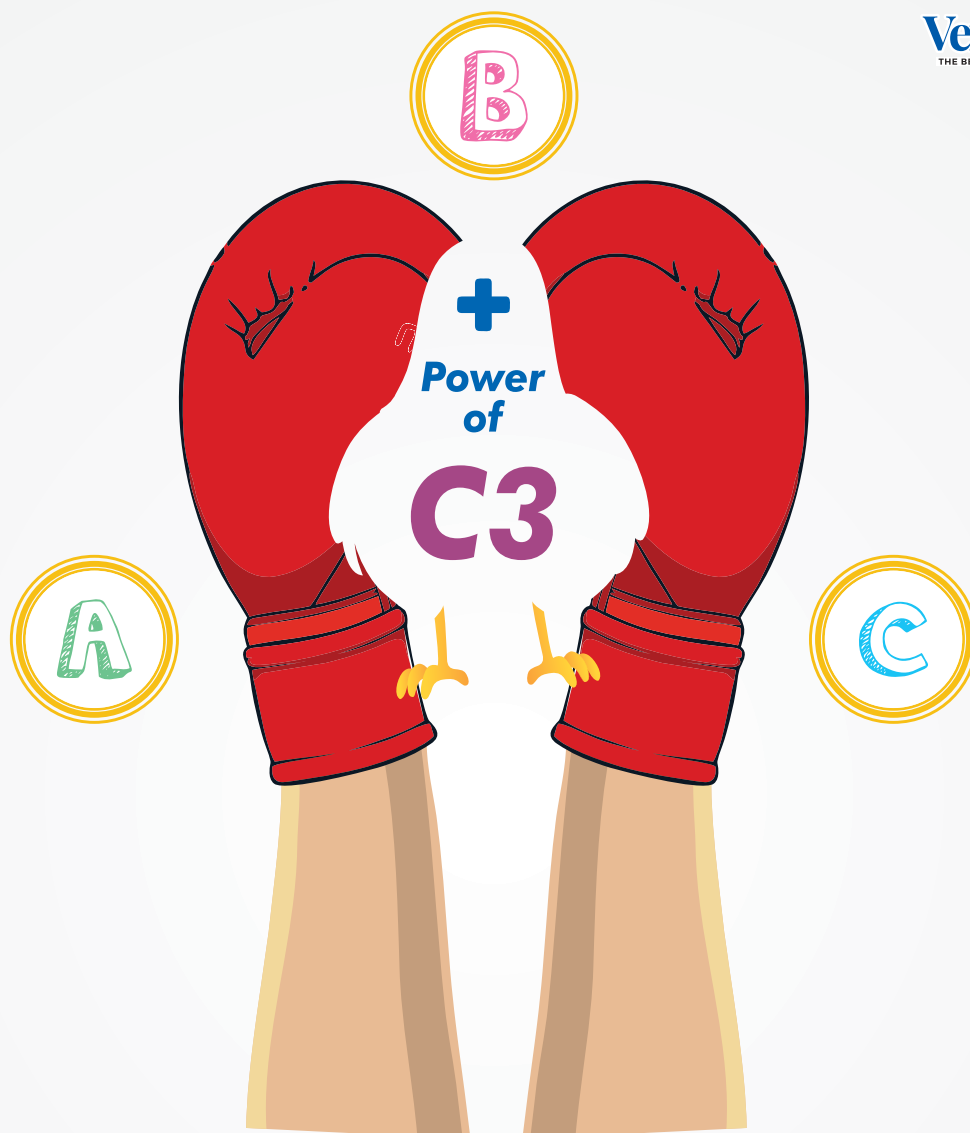


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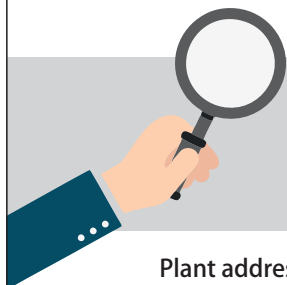
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Poultry Fortune

April 2024

Editorial: India and USA resolve dispute over poultry imports

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Send your queries to: info@poultryfortune.com. Also available Online Edition: www.poultryfortune.com

Poultry Fortune

English Monthly Magazine
(Established in May 1991)

Volume 25 Number 09 April 2024

Editor & Publisher
M. A. Nazeer

Editorial & Business Office:
POULTRY FORTUNE
NRS Publications,
BG-4, Venkataramana Apartments,
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Hyderabad - 500 004, India.
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E-mail: info@poultryfortune.com
Website: www.poultryfortune.com

Annual Subscription

India : Rs. 800
Foreign Countries : US \$ 100
or its equivalent.

Poultry Fortune will be sent to the subscribers in India by Book Post, and to foreign subscribers by AirMail.

Edited, printed, published and owned by M. A. Nazeer and published from BG-4, Venkataramana Apts., 11-4-634, A.C.Guards, Hyderabad - 500 004, India. Printed at Srinivasa Printers. Registered with Registrar of Newspapers for India with Regn. No. 72452 / 99. Postal Regn.No. RNP/HD/1067/2021-2023. Views and opinions expressed in the technical and non-technical articles/ news are of the authors and not of Poultry Fortune. Hence, we cannot accept any liability for any loss or damage arising from the use of the information / matter contained in this magazine.

- Editor



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The Circulation Department, Poultry Fortune, BG-4, Venkataramana Apartments, 11-4-634, A.C.Guards, Near Income Tax Towers, Hyderabad - 500 004, India. Email: info@poultryfortune.com

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India and USA resolve dispute over poultry imports

Fly menace is important in poultry farms mainly due to economic losses due to fly worry and diseases spread by the flies, food safety concerns, social ostracization and associated legal problems, a cause of concern. Social issues like poor community relations, negative psychological impact and threat of litigations will also be headache to poultry producers.



Dear Readers,

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

India and US resolved dispute over poultry imports. With this, the two countries mutually

settled all their seven disputes. India and the US on March 21 informed the World Trade Organization (WTO) that they have reached a mutually agreed solution on the outstanding dispute on poultry imports from Washington, thereby resolving all of their seven disputes at the global trade watch dog. In 2015, India lost a long-pending dispute over poultry imports - from the US at the WTO. India had prohibited the import of various agricultural products from the US because of concerns related to avian influenza. New Delhi lost the case at the WTO at both the panel level and at the appellate level and though it lifted the ban, Washington remained unconvinced about the mechanism for poultry shipments and import duties and did not withdraw the case at the WTO.

India's poultry exports set for a new record this fiscal: Shipments cross Rs 1,000 crore mark by December end on strong demand from Oman, Sri Lanka and Japan. Exports of poultry products such as eggs and egg products, which crossed the Rs 1,000 crore mark in the first nine months, are set to scale to hit a new record of Rs 1,200 crore to Rs 1,400 crore in the current financial year 2023-24 on strong demand from countries such as Oman and Sri Lanka among others. India's poultry exports had touched a high of Rs 1,081 crore (\$134.04 million) during 2022-2023, doubling over the previous year's Rs 529.8 crore (\$71 million) on rising demand for eggs and egg products among others. In the first

nine months of the current fiscal, the poultry exports stood at Rs 1,074 crore (\$134.02 million).

In a historic moment, the Poultry Federation of India and the USA Poultry & Eggs Export Council signed a Memorandum of Understanding to collectively combat protein deficiency and promote the consumption of poultry and poultry products in India. The signing ceremony at Hotel The Oberoi, New Delhi on March 20, 2024, brought together esteemed representatives from both organizations, including Mr Greg Tyler, President & CEO, USA Poultry & Egg Export Council, Mr Clay M. Hamilton, Agricultural Minister Counsellor for Agricultural Affairs, USDA, and Mr Ramesh Khatri, Chairman, Mr Sanjeev Gupta, Vice President (HQ), Mr Ricky Thaper, Treasurer, Mr Parveen Kumar, Vice President-North Zone and Mr Jagdish from Poultry Federation of India. This partnership symbolizes a shared dedication to enhancing the nutritional landscape and fostering a healthier, protein-rich future.

EW Nutrition acquires BIOSTABIL product line from DSM-Firmenich, EW Nutrition, a global provider of animal nutrition solutions, announced that it has acquired the BIOMIN BIOSTABIL product line from DSM - Firmenich. The deal gives EW Nutrition ownership over an established and successful line of silage inoculants. "The agreement we have concluded gives us a solid foot hold in a sector where we are currently developing a more substantial presence. EW Nutrition continues to expand strategically, enriching its portfolio with market-leading solutions, developed in-house or through acquisitions", says Jan Vanbrabant, CEO of EW Nutrition.

Novus International, Inc. announces it has completed the acquisition of U.S. based enzyme company BioResource International, Inc. (BRI). Under the terms of the agreement, Novus becomes the owner of all BRI's products and intellectual

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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property and takes control of the company's facilities. "This move will allow us to serve our customers better and expand our innovation pipeline further," says Novus President & CEO Dan Meagher. "Enzymes are vital tools for producers to ensure animal health and well-being and help deliver on-farm profitability. We're very excited to offer our customers more options, as well as aspire to develop new feed additives."

The Victam Corporation and the VNU Group collaborate together again in organizing VICTAM Asia and Health & Nutrition Asia 2024. Together with GRAPAS Asia, these premier events create the ultimate platform for the animal feed, health and nutrition, and milling sectors, showcasing the latest innovations and products. The event took place on March 12 - 14, 2024, at Halls 100-102, BITEC, Bangkok. Over 250 leading companies within the industry showcased their products and innovations. This event is a key opportunity to engage with these industry leaders in Asia's expanding animal feed and health sector as well as the rice and grain milling industries.

Godrej Tyson Foods Ltd, the farm-to-fork joint venture company of Godrej and American foods major Tyson Foods, with brands such as 'Real Good Chicken' and frozen ready-to-cook brand 'Yummiez' said that it would clock double-digit growth in FY 2024 while maintaining a volume growth of 16% year-on-year for its processed and branded products business. Having achieved the milestone of surpassing the turnover of Rs 1,000 crore with a 28% growth in revenue as compared to the previous year GTFL said in the third quarter of FY24 it sustained 15% YoY volume growth for branded businesses, including Godrej Yummiez and Real Good Chicken.

If you can see the invisible, you can achieve the impossible: Lumis has exemplified this in its vision of becoming the foremost enzyme manufacturer offering novel single and customized multi-enzyme solutions. The participation of Lumis Enzymes along with their esteemed distributor at the 2024 Farmers Summit in Philippines was very constructive in establishing a stronger customer base.

In the Articles section – Dealing with Fly Menace in Poultry, authored by Dr Shiva Prasad Jangam discusses Why is it important to deal with fly menace ?

Fly menace is important in poultry farms mainly due to economic losses due to fly worry and diseases spread by the flies, Food safety concerns, Social ostracization and associated legal problems, a cause of concern. **Social issues:** Poor community relations, negative psychological impact and threat of litigations.

Another article titled **Quail Bronchitis**, authored by Dr Sainath Reddy Gurram said quail bronchitis, a rapidly spreading adenoviral disease, produces respiratory signs and lesions associated with highly fatal disease in young bobwhite quail. The disease is often catastrophic for backyard operations. Therapy consists of supportive care, and till date no vaccine is available. Prevention remains the principal means of control. The causative agent of quail bronchitis virus is a Group-I, serotype-1 avian adenovirus that can be readily isolated from the respiratory tract of acutely affected birds. The virus is also easily isolated from faecal samples as well as tissue samples from the intestine, liver and occasionally the bursa of Fabricius.

Article titled **Natural farming with on-farm resource (poultry litter) Waste to resource recycled (vermicompost) Wealth**, authored by R. K. Mahapatra, Natural farming is the need of the hour to avoid application of chemical fertilizer to the field. Disposal of poultry litter is a big problem. The article tells how to make use or convert the poultry litter (waste) to vermicompost (wealth). Vermicompost increases the fertility of the soil thereby helping in increasing the crop yield. Natural Farming is a chemical-free farming system enriched with modern understanding of ecology, resource recycling and on-farm resource optimization. It is considered as agroecology based diversified farming system which integrates crops, trees and livestock with functional biodiversity. The poultry industry is one of the largest and fastest growing agro-based industries in the world. There is an increasing demand for poultry meat mainly due to its acceptance by most societies and its relatively low cholesterol content. Eggs and chicken are also accepted by all communities and are available at the most reasonable prices. Poultry industry produce about 378 million eggs and 10 million broiler chicken per day. Majority of the poultry produce comes from commercial poultry sector and value of Indian poultry sector is about INR 2.3 lakh crore in the year 2022-2023.

Another article titled **Betaine: Optimizing Poultry Health in Heat Stress Condition**, authored by Dr Sanket Wakchaure discussed that Betaine was first discovered in the juice of sugar beets. Naturally accumulated in plants as osmolyte to protect against salt and temperature stress. Betaine emerges as a pivotal component in poultry health management, particularly in the face of heat stress challenges. Originating from sugar beets, its molecular structure rich in methyl groups facilitates its dual function as a methyl donor and osmoregulator, essential for maintaining cellular integrity and supporting metabolic processes. Amidst heat stress conditions, Betaine supplementation showcases remarkable efficacy, preserving intestinal integrity, conserving energy expenditure and enhancing production performance. Its multifaceted benefits extend to improvements in hematological parameters, nutrient absorption and lipid metabolism. With its proven effectiveness and adherence to stringent quality standards, Betaine stands as a crucial asset in optimizing poultry health and performance under challenging environmental conditions, exemplifying the potential of innovative nutritional strategies in safeguarding livestock welfare and productivity.

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.

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EW Nutrition acquires BIOSTABIL product line from DSM - Firmenich

VISBEK, 5 March 2024 – EW Nutrition, a global provider of animal nutrition solutions, announced recently that it has acquired the BIOMIN BIOSTABIL product line from DSM - Firmenich. The deal gives EW Nutrition ownership over an established and successful line of silage inoculants.

"The agreement we have concluded gives us a solid foothold in a sector where we are currently developing a more substantial presence", says Jan Vanbrabant, CEO of EW Nutrition. "EW Nutrition continues to expand strategically, enriching its portfolio with market-leading solutions, developed in-house or through acquisitions. The Biomin Biostabil line joins an innovative portfolio that has been growing tremendously in the last three years with the launch of Ventar D and Pretect D, our Feed Quality and Pigment lines acquired

in 2021, and yet another momentous global launch coming up shortly." This solid, well-proven line of silage inoculants, says Vanbrabant, will be an important addition to customers of EW Nutrition's On-Farm Solutions business around the world.

The transaction was closed on March 1, 2024. Under the services agreement concluded, all customers will be actively supported over the next months, while the asset, brand, and go-to-market will be transitioned to EW Nutrition in the coming period.

The financial details of the sale remain confidential.

About EW Nutrition

EW Nutrition is a global animal nutrition company that offers comprehensive, customer-focused solutions for gut health management, antibiotic reduction, feed quality, animal care and more.

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Steroids are used in chicken farms



Ye sab doglapan hai

Lumis Enzymes at Farmers Summit in Philippines

If you can see the invisible, you can achieve the impossible



Lumis has exemplified this in its vision of becoming the foremost enzyme manufacturer offering novel single



and customized multi-enzyme solutions. The participation of Lumis Enzymes along with their esteemed distributor at the 2024 Farmers Summit in Philippines was very constructive in establishing a stronger customer base.

Farmers summit is one of



the largest and prestigious animal health exhibitions in Philippines and the event facilitated exciting business opportunities owing to



the exceptional product features of Lumis enzymes.



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NOVUS Acquires Enzyme Company BioResource International, Inc

CHESTERFIELD, MO

March 5, 2024 – Novus International, Inc. announces it has completed the acquisition of U.S. based enzyme company BioResource International, Inc. (BRI). Under the terms of the agreement, NOVUS becomes the owner of all BRI's products and intellectual property and takes control of the company's facilities.

"This move will allow us to serve our customers better and expand our innovation pipeline further," says NOVUS President & CEO Dan Meagher. "Enzymes are vital tools for producers to ensure animal health and well-being and help deliver on-farm profitability. We're very excited to offer our customers more options, as well as aspire to develop new feed additives."

The relationship between the two companies isn't new. NOVUS has partnered with BRI since 2008 to manufacture its protease product, CIBENZA® Enzyme Feed Additive. Meagher says having full ownership and control of the product line and the option to expand NOVUS' portfolio beyond protease enzymes is a natural fit in the company's long-term strategic plans.

"As a leader in intelligent nutrition, NOVUS' priorities include investing further in functional proteins and the gut health segment,



Giles Shih – BRI

growing our portfolio, and achieving stronger control of our supply chain," he says. "Along with supporting these goals, acquiring BRI also increases our capabilities to develop innovative solutions in the fermentation space."

BRI's products include Versazyme® protease feed additive, Xylamax® xylanase feed enzyme, Dymanase® mannanase enzyme, Phytamax® granulated, thermostable, microbial 6-phytase enzyme; and EnzaPro® enzyme and direct-fed microbials, among others.

BRI's co-founder and CEO Giles Shih, Ph.D., says the acquisition and tapping into the knowledge of employees in both BRI and NOVUS allows for the continued growth of the company he helped create 25 years ago.

"We are super excited about the future where BRI's products and people combine forces with the global reach and deep industry knowledge



Dan Meagher – NOVUS

NOVUS brings to the feed additive space," Shih says. "This deal is not one of happenstance. Our two companies have worked closely together since 2008 to launch the first generation of heat-stable protease feed enzymes and shape how they are developed, marketed and optimized to add value to customers worldwide. This acquisition will enable NOVUS to innovate

the next generation of proteases and enzymes that will do even more, from promoting gut health to promoting the bottom line."

Along with BRI's current product portfolio, NOVUS also takes over the company's facilities in North Carolina in the U.S.

Meagher says continuity is key for current BRI customers and they should experience "business as usual" during the integration process.

NOVUS is the intelligent nutrition company providing solutions for the global animal agriculture industry. The company's portfolio includes bis-chelated organic trace minerals, enzymes, organic acids, essential oils, liquid and dry methionine, and a network of experts worldwide to provide guidance on management best practices. NOVUS is owned by Mitsui & Co., Ltd. and Nippon Soda Co., Ltd.

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VICTAM Asia and Health & Nutrition Asia 2024

Create platform for Animal Feed, Health and Nutrition, and Milling sectors at Bangkok



VIP guests, Government, Embassy and the organizers team group photo during the Networking Night

March 12, 2024: Bangkok – The Victam Corporation and the VNU Group collaborate together again in organizing VICTAM Asia and Health & Nutrition Asia 2024. Together with GRAPAS Asia, these premier events create the ultimate platform for the animal feed, health and nutrition, and milling sectors, showcasing the latest innovations and products.

The event took place on March 12 - 14, 2024, at Halls 100-102, BITEC, Bangkok. Over 250 leading companies within the

industry are showcasing their products and innovations. This event is a key opportunity to engage with these industry leaders in Asia's expanding animal feed and health sector as well as the rice and grain milling industries. Network with innovators, gain insights from global leaders, and be at the forefront of emerging trends in Asia's rapidly expanding animal feed and health sector. Visitors can also learn from the best in the industry during the conferences and technical seminars which are

organized simultaneously with the exhibition.

Mr Sebas van den Ende, General Manager of Victam Corporation, the organiser of VICTAM Asia, stated, "The 2024 edition of VICTAM will focus on key themes such as advancements in feed milling technology, the evolving aquafeed sector in Asia, and the latest in grain, flour and rice processing technologies, alongside critical sustainability initiatives. We are proud to host eminent exhibitors like Amandus Kahl, DSM, CSI Group, and Van Aarsen,

who are at the forefront of these developments."

Mr Tom Faulkner, Senior Project Manager of VNU Europe, the organiser of Health & Nutrition Asia, stated, "VNU Group specializes extensively in the animal feed industry and hosts numerous large-scale events across Asia and beyond. Health & Nutrition Asia is the only event that prioritizes animal health, and nutrition profiles, as this sector continues to experience continuous growth due to the significant impact of nutrition on animal health and meat quality. Good animal health care is a crucial aspect that the animal feed business cannot overlook. We have synergised over 250 companies and 400 leading brands from various countries to business matching within the Health & Nutrition Asia. We have also curated conference topics of interest presented by speakers from government agencies, educational institutions, financial institutions, and the private sector to update industry knowledge and expand business networks endlessly."

Mr Salanroj Sutaschuto, Director of Administration Department, Thailand Convention & Exhibition Bureau (TCEB), stated,



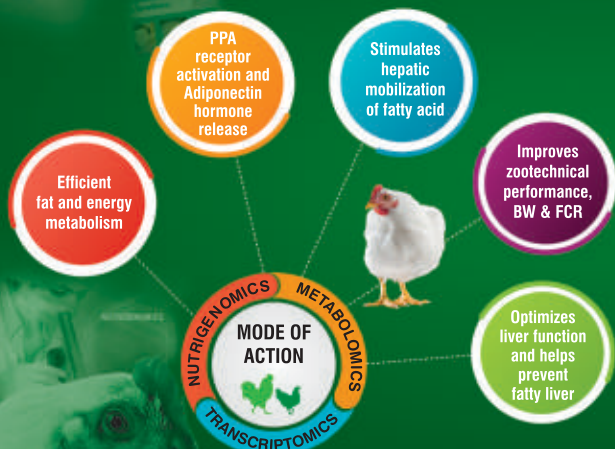
Poultry Fortune Editor M.A. Nazeer with Exhibitors and delegates of the event at Bangkok

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“The collaboration between two leading organisers in the industry for this event undoubtedly fulfills the needs of promoting and strengthening the image of the MICE industry in Thailand. It enhances direct tourism revenue for the country. This event serves as a significant platform for the animal feed and animal health business, which is crucial for the global livestock and food security chain. We are confident that this event will set the highest standards for the industry in years to come.”

Dr Sopat Chavalkul (D.V.M.), Deputy Director General Department of Livestock Development, Ministry of Agriculture and Cooperatives, stated, “The Department of Livestock Development commends the collaborative initiative to congregate VICTAM Asia and Health & Nutrition Asia 2024 within the same locale. This cohesive endeavor allows participants to access a comprehensive array of services in one cohesive venue. Thailand serves as a hub and gateway of agricultural and livestock technology in the ASEAN region. With our robust infrastructure and conducive business environment, we offer unparalleled opportunities for investment, research, and collaboration. By leveraging our strengths and harnessing emerging technologies, we seek to drive sustainable growth and prosperity for all. The chance for feed development in Thailand covering poultry, aquaculture encompassing livestock, are ripe with



Asian Animal Health Awards 2024 by FAVA and Health & Nutrition Asia 2024

opportunities for growth and innovation. Department of Livestock is delighted to continue its unwavering support for events like VICTAM Asia and Health & Nutrition Asia 2024. These platforms provide invaluable opportunities for knowledge exchanges, networking, and showcasing cutting-edge solutions.”

Mr Nitipong Laohavisit, Acting President of the Thailand Pet Industry Association, stated, “As the pet industry continues to flourish in Thailand, so too does the importance of VICTAM Asia. This platform provides a unique opportunity for businesses, professionals, and enthusiasts from across the region to connect, share knowledge, and explore the latest advancements in pet food production and animal nutrition. The Thai pet industry has witnessed remarkable growth in recent years, driven by a surge in pet ownership and a growing awareness of pet health and well-being.

This increasing demand for premium pet food, treats, and healthcare products highlights the consumer’s need for a more complete pet ecosystem.”

VICTAM Asia and Health & Nutrition Asia 2024

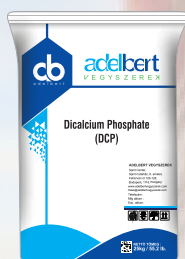
Highlights, featuring pivotal presentations tailored for professionals and practitioners in the animal feed and health industries. These conferences are enriched by collaboration with experts from both local and international spheres. Topics covered include “Modernizing & Exploring the Future of Livestock Feed in 2024” by the Thai Feed Mill Association, “Global Trend of Shrimp Farming Industry” by Thai Aquaculture Business Association, “Aquafeed Extrusion Conference” by Perendale Publishers Ltd, “Precision Animal Farming and Future Challenges” by Kasetsart University, “Sustainable Feed, Nutrition Solutions to Support Antibiotic

Reductions” by Watt Global Media, “Insects for Health and Nutrition: Updates from the Asian Industry” by AFFIA, “Probiotics, Prebiotics and Beyond as Substitutes of Antibiotics” by AFOB & TSB, “Climate Journey: Steering Collaborative Change along the Animal Protein Value Chain” by UOB, Furthermore, various associations and organizations such as the Department of Fisheries, World’s Poultry Science Association (WPSA), GMP+ International, IFTC, Korean Animal Health Products Association (KAHPA), FAVA-TVMA, and the Thai Veterinary Medical Association are committed to knowledge exchange and engaging discussions with attendees, with the shared goal of fostering sustainable development in the animal sector.

For further details, please visit our websites: www.victamasia.com and www.vivhealthandnutrition.nl.



Main Entrance of Health & Nutrition Asia 2024 at Bangkok



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Godrej Tyson Foods eyes double-digit growth of processed, branded products business

Godrej Tyson Foods Ltd (GTFL), the farm-to-fork joint venture company of Godrej and American foods major Tyson Foods, with brands such as 'Real Good Chicken' and frozen ready-to-cook brand 'Yummiez', said it would clock double-digit growth in FY24 while maintaining a volume growth of 16% year-on-year (YoY) for its processed and branded products business.

Having achieved the milestone of surpassing the turnover of Rs 1,000 crore with a 28% growth in revenue as compared to the previous year GTFL said in the third quarter of FY24 it sustained 15% YoY volume growth for branded businesses, including Godrej Yummiez and Real Good Chicken.

The company said it had been scaling back on poultry trading and focusing on branded businesses for better profitability.

For the 9-months of FY24 the overall branded business revenue comprising of Godrej Yummiez and Real Good Chicken stood at Rs 454 crore with growth rate of 12% YoY. Abhay Parnerkar, Chief Executive Officer (CEO), Godrej Tyson Foods Limited, said

"As we scale back on poultry trading, I think next year and the year after that we believe the two processed businesses of Real Good Chicken and Yummiez frozen snacks



Abhay Parnerkar, CEO, Godrej Tyson Foods Ltd

business will continue double digit growth trajectory," said Abhay Parnerkar, CEO, Godrej Tyson Foods Ltd in a interview. Tapping on the demand for fried Chicken, GTFL through its frozen ready-to-cook brand Godrej Yummiez has introduced Crispy Fried Chicken that can be made at home within five to seven minutes.

"This innovation from Yummiez create 'At-Home Fried Chicken' sub-category within the larger Rs 2,000 crore Fried Chicken category. Crispy Fried Chicken and Crispy Chicken Bites becomes two fresh additions in Yummiez's non-veg portfolio, having witnessed the launch of chicken sausage sachets, cocktail sausages, and prawns this year," he said. Mr Parnerkar, said,

"Factors such as the rising popularity of ready-to-cook and value-added chicken products are driving up chicken consumption. As India's leading player in ready-to-cook frozen products category, Godrej Yummiez recognizes consumer preference for indulging in fried chicken out of home, steering clear of the kitchen complexities and its preparation at home."

"Sensing the potential and the absence of hassle-free home options, we have introduced a ready-to-cook format of fried chicken that is crunchy, tasty and can be made within just five to seven minutes," he said. The frozen foods category in India currently has a penetration rate of less than 5%, indicating ample room for expansion, the company said.

Traditionally, both vegetarian and non-vegetarian frozen foods have been priced between Rs 170 and Rs 300 and this price point had been a barrier for growth. Considering this the company through its brand Yummiez has gone for the sachet strategy to grow the volumes. In this front it has introduced frozen ready-to-cook products protein-rich pack of two chicken sausage at a price of Rs 30. "The introduction of sausage sachets has garnered positive responses, particularly in regions like the Northeast, East, Goa, and certain pockets of South India. We plan to launch few more products in this affordable range in the next few months," the CEO said.

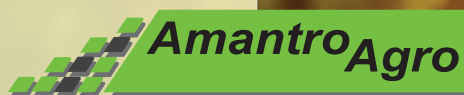
GTFL's products are currently available in 30 to 35 cities, which contributes to 85-90% of its business. It has now planned to further invest in these cities and expanding into uncovered markets.

Its expansion plan involves investments in freezers with a target to double the horizontal footprint across the markets. GTFL is also focusing on accelerating the scale of its exports business by leveraging its ready-to-cook Godrej Yummiez brand.

Mr Parnerkar said, "At present, we have a single-digit percentage contribution in terms of export. This year, we added four countries to our export portfolio. Until now, we have been able to service some of the markets through private labels. However, this year, we started seeding the Godrej Yummiez brand in a few markets such as Bangladesh and Singapore." More countries would be added soon.

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Poultry Federation of India and USA Poultry and Eggs Export Council Sign MOU to Address Protein Deficiency

In a historic moment, the Poultry Federation of India (PFI) and the USA Poultry and Eggs Export Council (USAPEEC) signed a Memorandum of Understanding (MOU) to collectively combat protein deficiency and promote the consumption of poultry and poultry products in India. The signing ceremony at Hotel The Oberoi, New Delhi on March 20, 2024, brought together esteemed representatives from both organizations, including Mr Greg Tyler, President & CEO USA Poultry & Egg Export Council, Mr Clay M. Hamilton, Agricultural Minister Counsellor for Agricultural Affairs, USDA, and Mr Ramesh Khatri, Chairman, Mr Sanjeev Gupta, Vice President (HQ),



Greg Tyler, President, USAPEEC

Mr Ricky Thaper, Treasurer, Mr Parveen Kumar, Vice-President-North Zone and Mr Jagdish from Poultry Federation of India. **This partnership symbolizes a shared dedication to enhancing the nutritional landscape and fostering a healthier, protein-rich future.**

Mr Ricky Thaper, Treasurer, Poultry Federation of

India highlighted the significance of this partnership in addressing critical nutritional needs and fostering international cooperation in poultry industry. **Mr Thaper said that this occasion marked the beginning of what promises to be a fruitful collaboration aimed at enhancing nutritional standards and promoting economic growth in the poultry sector.**

While addressing the gathering, Mr Greg Tyler, President & CEO, USA Poultry & Egg Export Council added that this collaborative approach encompasses a range of initiatives, including educational, research and development, expansion of market opportunities and campaigns to raise

nutritional awareness. By combining their expertise, both organizations aspire to raise awareness about the nutritional advantages of poultry products.



Ricky Thaper, Treasurer, PFI

Poultry Federation of India team presented mementoes to Mr Greg Tyler, Mr Clay M. Hamilton and Ms. Devna Khanna. Later Ms. Devna Khanna, India Representative of USA Poultry & Egg Export Council, expressed gratitude to all attendees for their support and participation in this milestone event. This was followed by Trade Reception which provided an opportunity for networking among the invitees including USA Soybean and Corn Grower Farmers, Star Chefs from elite Hotels, Commodity Members, PFI team and USAPEEC team.



PFI and USAPEEC senior executives together with a trophy after signing MOU to collectively combat protein deficiency and promote consumption of poultry products at New Delhi on March 20, 2024.



Courtesy: NECC



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India's poultry exports set for a new record this fiscal

Shipments cross Rs 1,000 crore mark by December end on strong demand from Oman, Sri Lanka and Japan

Exports of poultry products such as eggs and egg products, which crossed the Rs 1,000 crore mark in the first nine months, are set to scale to hit a new record of Rs 1,200 crore to Rs 1,400 crore in the current financial year 2023-24 on strong demand from countries such as Oman and Sri Lanka among others.

India's poultry exports had touched a high of Rs 1,081 crore (\$134.04 million) during 2022-23, doubling over the previous year's Rs 529.8 crore (\$71 million) on rising demand for eggs and egg products among others. In the first nine months of the current fiscal, the poultry exports stood at Rs 1,074 crore (\$134.02 million).

Shipment volumes till end of December stood at 8.56 lakh tonnes over previous financial year's 6.64 lakh tonnes.

Exports of eggs to Sri Lanka have witnessed more than a 100 fold increase in value terms in the first nine months with the neighbouring nation emerging as the second largest buyer of Indian poultry products. Value of poultry products exported to Sri Lanka stood at Rs 117.19 crore till December end in the current fiscal as compared to Rs 98 lakh during 2022-23. In volume terms, the shipments to Sri

Lanka stood at 1.69 lakh tonnes till December end in current fiscal over previous year's 1,416 tonnes.

Exports to Oman, the largest buyer of Indian poultry products stood at Rs 293.90 crore in the current fiscal till December as compared to Rs 277 crore in 2022-23. Other countries that saw an increase in poultry shipments till end-December include Japan at Rs 82.91 crore (Rs 57.77 crore in 2022-23) and Qatar at Rs 63.38 crore (Rs 51.60 crore) among others.

Mr Valsan Parameswaran, Secretary, All India Poultry Exporters Association, said robust demand from countries such as Sri Lanka and Oman among others is driving the exports. "We expect the overall exports this year to be between Rs 1,200 crore to Rs 1,400 crore," Parameswaran said.

Besides robust demand, the growing quality awareness among the farmers and the trade is also contributing to the growing trend, Parameswaran said, while stressing upon the need for creating additional infrastructure such as a dedicated quality laboratory in the main producing region of Namakkal in Tamil Nadu.

Mr Mahesh P S, Joint Commissioner and Director,

Sahiti weds Akshay



Bhaskar Rao and Padmaja Eadala's (daughter of C. Jagapati Rao) celebrated the wedding reception of their daughter Sahiti with Akshay on 24 March 2024 at Hyderabad. Former Vice President of India M. Venkaiah Naidu, Cine Artist Chiranjeevi and other stalwarts of Poultry and other sectors blessed the couple. C. Suresh Rayudu, MD, Srinivasa Farms Pvt Ltd, brother of Ms Padmaja, received the guests. A grand dinner was hosted on the occasion.

Centre of Excellence for Animal Husbandary, Bengaluru, said going forward, the poultry exports will increase both in chicken meat and eggs.

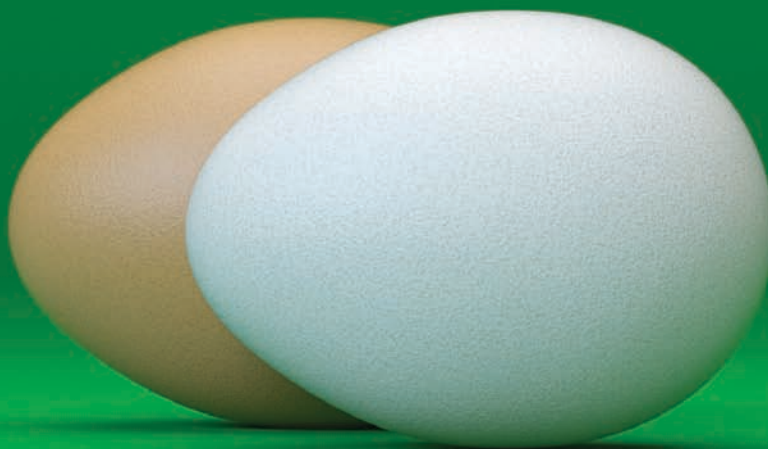
"The focus on quality poultry products at competitive prices will increase the pie. New states joining the bandwagon of South India's poultry hub are West Bengal, Odisha, Chhattisgarh, Punjab etc. India being driven by primary choice in the global arena in this millennium, finds partners for poultry too and next year's target may be Rs 2,000 crore," Mahesh said.

Parameswaran said the Indian exporters are also witnessing demand from African countries, but transportation and realisations were an issue. Also there is a rare opportunity from Russia that's likely to open up for the Indian products, he said.

Indian poultry exports, which stood at Rs 768 crore (\$117.42 million) in 2015-16 had subsequently touched a six year low of Rs 435 crore (\$58.70 million) during 2020-21 only to rebound in the past three years.



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India, US Resolve Dispute over Poultry Imports, Inform WTO

With this, the two countries mutually settle all their seven disputes

New Delhi: India and the US Thursday informed the World Trade Organization (WTO) that they have reached a mutually agreed solution on the outstanding dispute on poultry imports from Washington, thereby resolving all of their seven disputes at the global trade watch dog.

In 2015, India lost a long-pending dispute over poultry imports - from

the US at the WTO. India had prohibited the import of various agricultural products from the US because of concerns related to avian influenza. New Delhi lost the case at the WTO at both the panel level and at the appellate level and though it lifted the ban, Washington remained unconvinced about the mechanism for poultry shipments and

import duties and did not withdraw the case at the WTO.

As India was not able to implement the decision within the stipulated time frame, the US had demanded compensation. The two countries were discussing ways to resolve the case mutually.

Last year, the two sides settled six disputes - countervailing measures on certain hot-rolled carbon steel flat products from India, certain measures relating to solar cells and modules, measures relating to the renewable energy sector, India's export-

related measures, certain measures on steel and aluminium products, and additional duties on some products from the US.

After Prime Minister Narendra Modi and US President Joe Biden's meeting last year, India also agreed to reduce tariffs on certain American products, including frozen turkey, frozen duck, fresh blueberries and cranberries, frozen blueberries and cranberries, dried blueberries and cranberries, and processed blueberries and cranberries.

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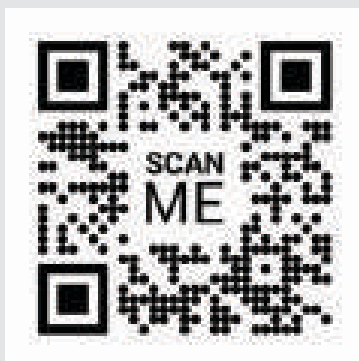
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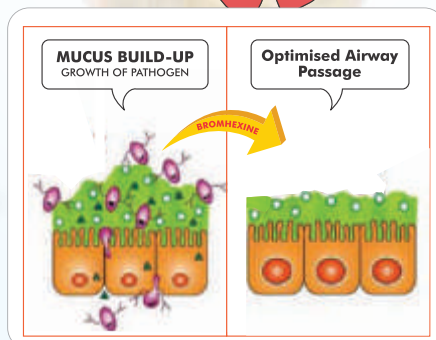
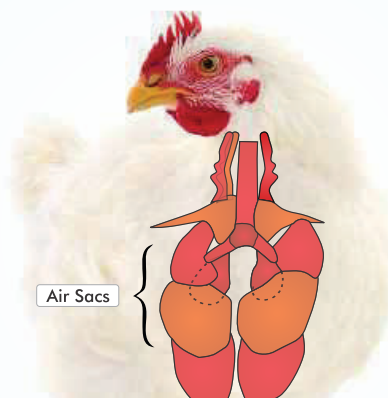


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DEALING WITH FLY MENACE IN POULTRY

Email: shivavet2k18@gmail.com

Dr Shiva Prasad Jangam

B.V.Sc & AH, College of Veterinary Science,
Mamnoor, Warangal, PVNRTVU, Hyderabad

- Filth flies commonly encountered in poultry units. This includes *Musca domestica*, *Hermetia illuscens*, *Fannia*.

Why is it important to deal with fly menace:

Fly menace is important in poultry farms

- Mainly due to economic losses due to fly worry and diseases spread by the flies
- Food safety concerns
- Social ostracization and associated legal problems - a cause of concern.

Social issues:

- Poor community relations
- Negative Psychological impact
- Threat of litigations

Factors which favour fly menace in poultry

Flies get attracted towards a farm by a number of factors which mainly include

- Mainly poultry manure and wet feed. The manure, moisture and ammonia make the environment favorable for the flies to breed and feed at the farm.
- Some foul smelling matter present at or around the farm may also be the reason of high fly population in the farm.
- Moist organic matter inside the farm also attracts the different

types of fly population.

- The contaminated / leaky waterers and feeders can also become source for the flies in the farm.

Why it is difficult to control flies

- Flies are everywhere!
- They are highly resilient.
- Have so many different stages in their lifecycle and each one of them inhabit diverse environmental niche
- They have a lifecycle which is ideal for coping with environmental challenges
- Too fast to swat!
- Tremendous reproductive potential

Brief lifecycle and how it affects fecundity and thus the population densities:

- Flies reproduce and lay their eggs in rotting, decayed, or fermenting organic matter (e.g. garbage, manure, etc.) with moisture content between 50-85%. Fresh poultry manure has approximately 75-80% moisture content, making it a highly desirable medium for development of fly populations.
- Larvae remain in this environment, burrowing into the material. They remain near the surface where conditions are moist, and where they have access to oxygen. They

feed on the organic debris, there are three larval stages and the third larval stage subsequently pupates

- The most successful programs for fly control combine multiple control methods with diligent monitoring to minimize the economic and health threats posed by flies. Best approach is to use several methods at once with the aim of source reduction

Concepts of control

- Aiming to control just the very evident adult population will result only in short term control. In order to effectively control the flies, removal or alteration of the breeding habitat of the fly will ensure effective reduction in the fly population. It also should be remembered that the control process is a year round one and the vigil cannot be dropped at any time. A proactive approach in fly control is the best.
- a) Monitoring of fly population using spotcards
- b) Sanitation: This method is employed to subtly change the environment to prevent breeding of the flies. The best method involves elimination of potential breeding sites
- c) Automatic manure scraper
- d) Covering the heaped manure
- e) Structural Defences:

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Maintenance of bio-security barriers prevents outdoor flies and other pests from entering bird areas.

f) **Biological Defences:** These are measures which are already in place in nature to limit the presence of flies. Hence, maintaining populations of other organisms that compete with or prey on flies will help to reduce the population of flies. Certain mites like *Macrocheles muscae domesticus* thrive in poultry manure and feed on fly eggs and larvae. Certain parasitic wasps when introduced near fly breeding areas will seek the fly pupae and lay eggs inside them and destroy the eggs. However, biological control may be overwhelmed by very large population of flies and hence this method of control should be used along with other strategies such as in an integrated pest management program. Microorganisms that harm flies such as the bacterium *Bacillus thuringiensis* causes disease in flies, but does not affect the poultry or the people. It is generally either spread on chicken manure directly, or fed to chicken as a feed additive.

Chemical Control:

There are four basic types of chemical insecticide fly control

- Larvicides
- Residual adulticides
- Baits
- Contact adulticides

Current control measures

- The four important families of insecticides are organochlorides, organophosphates, carbamates and pyrethroids. Some of these insecticides are used as space sprays or residual sprays. Residual sprays do not get destroyed immediately and kill flies over a period of several days.
- **IGR:** Insect growth regulators such as cyromazine are used to control larvae of house flies. IGRs are administered in poultry feed as premix and these chemicals when excreted in the droppings, interfere with the moulting process of breeding house fly larvae, thereby affecting the normal life cycle resulting in formation of larval-pupal and pupal-adult intermediate

stages which do not survive and house fly population is reduced.

- **Diffenbenzuron 25%.** This affects the chitin development in the exoskeleton of house flies thereby preventing moulting and killing flies. Since the residues of Diffenbenzuron get accumulated in egg and meat, it should not be used as a feed mix. It can be used as spray at 0.6 to 0.8 percent levels.

Non chemical control

- **Neem** has the potential to affect the growth of flies. Research says that extracts from leaves and seeds of neem have detrimental effects on flies. Powdered neem seeds when fed to birds as 2% feed mix for 4 weeks reduce fly numbers considerably

House fly traps

- Several house fly traps are commercially available. Hodge's garbage trap, Babers Fly trap, Solar traps, Electric traps, Jug traps and Delta traps are used to lure and kill house flies and can play an avital role in integrated house fly management practices.
- Simple glue traps can be used with fish meal powder, molasses and sugar as baits

Pheromone based control

- The sex pheromone (Z)-9-tricosene also functions as an aggregation pheromone and is called muscalure. Muscalure is formulated with sugar, fish meal or molasses. It is commercially

available as fly bait for population suppression, as well as used at times for monitoring the house fly population.

Oviposition pheromone for fly Control:

- Baits, oviposition attractant mixture (OAM) consists of Ethyl palmitate, Ethyl linoleate, Methyl linoleate, Linoleic acid in 10:24:6:0.2.
- OAM can be used as efficient bait to trap female flies and can be combined with other baits like pheromone bait (Z)-9-Tricosene for increased.

Conclusion:

- In conclusion, addressing the fly menace in poultry units is crucial for several reasons. Economic losses, disease spread, food safety concerns, social issues, and potential legal problems underscore the significance of effective control measures. Flies are attracted to poultry units due to factors like poultry manure and wet feed, creating a favorable environment for breeding.
- Controlling flies is challenging due to their resilience, rapid reproduction, and various life cycle stages. The most successful approach involves a combination of strategies, including monitoring fly populations, sanitation practices, structural defenses, biological controls, chemical interventions, and non-chemical methods.

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Quail bronchitis, a rapidly spreading adenoviral disease, produces respiratory signs and lesions associated with highly fatal disease in young bobwhite quail. The disease is often catastrophic for backyard operations. Therapy consists of supportive care, and to date no vaccine is available. Prevention remains the principal means of control.

The causative agent of quail bronchitis virus is a Group I serotype 1 avian adenovirus that can be readily isolated from the respiratory tract of acutely affected birds. The virus is also easily isolated from faecal samples as well as tissue samples from the intestine, liver, and occasionally the bursa of Fabricius.

Transmission:

It can be spread by either direct contact or on airborne particles and by mechanical carriers. It is particularly a threat when quail of different ages are maintained on the same premises. Quail bronchitis occurs seasonally as new hatches and broods come along each year. Quail bronchitis most often occurs in birds under seven weeks old, and in some cases, as early as seven days old. Older birds are generally affected less severely. Mortality rate may reach 100% in birds < 2 weeks old but is usually < 25% in birds > 4 weeks old.

Clinical signs:

Characteristic signs in naturally-infected young quail are respiratory distress occurs with tracheal rales, sneezing, and coughing. Nasal discharges usually not observed, but congestion of nasal passages may cause oral respiration. Conjunctivitis, mild to severe tracheitis (the trachea may be completely filled with

mucus), airsacculitis, hepatitis and gaseous distention of the intestines may occur. Loose watery faeces are seen in some older and sub-acutely affected birds.

Neural signs includes bending of neck, turning flips or falling over. Depressed attitudes with ruffled feathers and huddling also seen. Feed and water consumption declines dramatically. There can also be conjunctivitis.

At necropsy, multiple pale, pinpoint (< 3 mm diameter) foci of necrosis in the liver and mottling and enlargement of the spleen are common lesions. Occasionally, necrosis of the bursa of Fabricius occurs. It is important to note that once infected, quail bronchitis remains on the farm for the duration of the breeding season, infecting each successive brood.

Treatment:

There is no specific treatment for quail bronchitis. Quail bronchitis infections are often complicated by concurrent mycoplasma infections. Antibiotics can be used to combat secondary infections. Add tylosin (500g/ton) to the feed for 10 days, withhold the medication for 5 days,

and then repeat medication for 5 days. Alternate medication regimens are tylosin (Tylan) or erythromycin (Gallimycin) in the drinking water for the same period of time.

Prevention and control:

There is no commercial vaccine on the market. The disease is often self-limiting if stringent biosecurity measures are implemented. It is necessary to break the cycle by depopulating and thoroughly cleaning and disinfecting pens and equipment, followed by a 30–90 day quarantine of the facilities. Experimental vaccines have proven ineffective in preventing the disease.

As there is no specific treatment; however, increasing the brooder temperature by 3°–5°F (1.5°–3°C), preventing “piling up,” and avoiding contact between older and younger birds and other avian species are useful measures, as are strict isolation and sanitation of personnel and equipment. Immunity is long lasting, possibly for life, and recovered birds can be retained as breeders. New birds should not be introduced to premises without 30-day quarantine.

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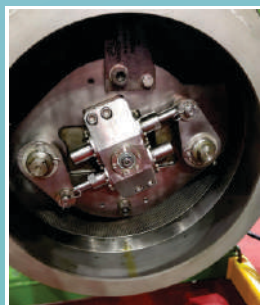


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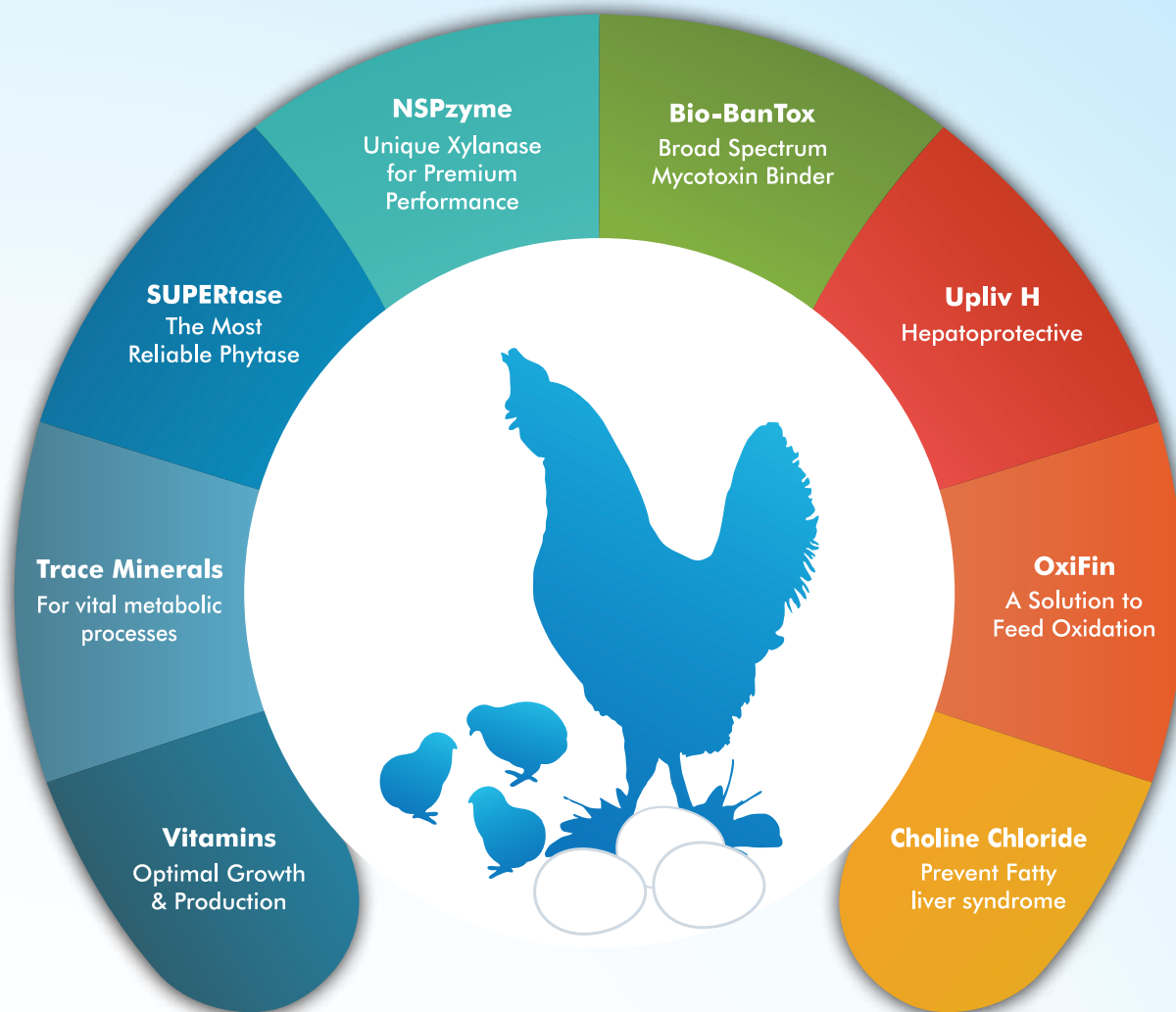
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Natural farming with on-farm resource (poultry litter) Waste to resource recycled (vermicompost) Wealth

R. K. Mahapatra, Vijay Kumar, L. L. L. Prince, Anand Laxmi, M. Shanmugam and S. P. Yadav

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- ▶ Natural farming is the need of the hour to avoid application of chemical fertilizer to the field.
- ▶ Disposal of poultry litter is a big problem. The article tells how to make use or convert the poultry litter (waste) to vermicompost (wealth).
- ▶ Vermicompost increases the fertility of the soil thereby helping in increasing the crop yield.

Natural Farming is a chemical-free farming system enriched with modern understanding of ecology, resource recycling and on-farm resource optimization. It is considered as agroecology based diversified farming system which integrates crops, trees and livestock with functional biodiversity.

The poultry industry is one of the largest and fastest growing agro-based industries in the world. There is an increasing demand for poultry meat mainly due to its acceptance by most societies and its relatively low cholesterol content. Eggs and chicken are also accepted by all communities and are available at the most reasonable prices. Poultry industry produce about 378 million eggs and 10 million broiler chicken per day. Majority of the poultry produce comes from commercial poultry sector and value of Indian poultry sector is about 2.3 lakh crore in the year 2022-23. One of the major issues the poultry industry is



Vermicompost made of Poultry litter and dry leaves



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currently facing is the accumulation of large amount of wastes, especially manure and litter, generated by intensive production which is causing major environmental problem. It is estimated that a broiler poultry bird in production cycle of about 6 weeks would generate approximately 1.5 to 5.7 kg a layer bird in a production cycle of one year generate about 20kg manure waste.

To overcome environmental issues related to pollution, environmentally and economically sustainable management technologies are to be evolved to mitigate the adverse effect of poultry waste and evolve the means to utilize those for producing the meaningful by products, which can be used by other stakeholders. Conscious efforts are being made to clearly understand the utilization and management technique of poultry waste for agriculture, problems associated with its acquisition, handling, organization and farmer's perception as well as their implications on yield. This concern has brought the need to focus attention on the techniques used for managing and utilizing poultry waste in agriculture and how it influences yields and well-being of farmers. Composting is the natural process of 'rotting' or decomposition of organic matter by microorganisms under controlled conditions. Compost is a rich source of organic matter. Soil organic matter plays an important role in sustaining soil fertility and hence in sustainable agricultural production. In addition to being a source of plant nutrient, it improves the physico-chemical and biological properties of the soil. As a result of these improvements, the soil: (i) becomes more resistant to stresses such as drought, diseases and toxicity; (ii) helps the crop in improved uptake of plant nutrients; and (iii) possesses an active nutrient cycling capacity because of vigorous microbial activity. Earthworms also influence microbial community, physical and chemical properties of soil. They breakdown large soil particles and leaf litter and thereby increase the availability of organic

matter for microbial degradation and transforms organic wastes into valuable vermicomposts by grinding and digesting them with the help of aerobic microbes. Vermicomposting is an efficient nutrient recycling process that involves harnessing earthworms as versatile natural bioreactors for organic matter decomposition. Due to richness in nutrient availability and microbial activity, vermicomposts increase soil fertility, enhance plant growth and suppress the population of plant pathogens and pests. At ICAR-DPR, compost and vermicompost were prepared of poultry litter and dry leaves. Field trials were also conducted wherein besides plant height and number of branches, seed index and seed yield were also recorded after the application of the poultry litter compost and vermicompost on the field. It has

been observed that the seed index or 100 grain weight (g) was 3.93 when poultry litter compost was applied and 5.30 when vermicompost was applied to the field. The seed yield (Q/h) was to the tune of 9.13 when poultry litter compost was applied, however, the seed yield was recorded to be 5.30 when vermicompost was applied to the field.

Vermicompost made of Poultry litter and dry leaves

By converting poultry litter and manure into compost or vermicompost, we can solve the environmental issue as well as we can address the nutrient deficiencies in the soil and productivity of the crop may increase. We should create awareness among the stakeholders for better utilization of the poultry waste material.

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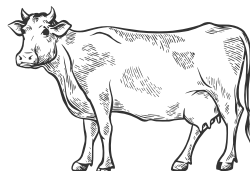
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Betaine: Optimizing Poultry Health in Heat Stress Condition

Dr Sanket Wakchaure
Nutritionist – Poultry,
Trouw Nutrition, South Asia

1. What is betaine? It was first discovered in the juice of sugar beets. Naturally accumulated in plants as osmolyte to protect against salt and temperature stress. Derivative of glycine (amino acid). Neutral molecule with bipolar structure (zwitterion) as shown in Fig. 1 contains three methyl groups.

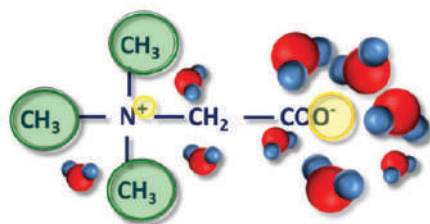


Fig.1: Chemical Structure of Betaine

2. Betaine functions as (mode of action):

A. Methyl donor – methyl groups used for protein synthesis and other metabolic processes. Methyl groups play a pivotal role in several cellular processes, including DNA methylation, synthesis of phosphatidylcholine, and protein synthesis. Choline and betaine are both capable of donating methyl groups. However, for choline to do so, it must first be converted into betaine as shown in Fig. 2. In poultry, the capacity to synthesize betaine from choline is limited, thus making dietary supplementation the primary source.

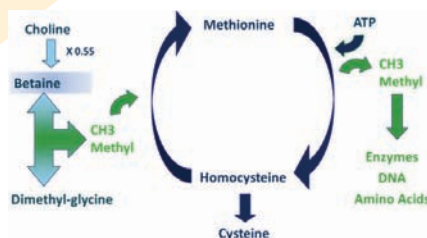


Fig. 2: Role of betaine in the methionine cycle in liver

Betaine can substitute for choline in performing the following functions:

- 1) Regulating fat metabolism in the liver to prevent abnormal fat accumulation in hepatocytes.
- 2) Serving as a methyl donor for the formation of methionine and creatine, through its involvement in the transmethylation pathway.

Betaine cannot replace choline in the function of maintaining cell membrane and structure as an emulsifier to transport lipids, since choline is a constituent of phospholipids. Similarly, betaine cannot replace choline as a precursor of acetylcholine in the transmission of nerve impulses.

B. Osmo-regulator: -ability to bind and retain water in a reversible manner.

Osmolytes are compounds that aid in the regulation of osmotic pressure within cells and tissues, playing a crucial role in preserving cellular integrity. Dehydration, disease,

heat stress, and other factors can cause alterations in the water content of cells. Osmolytes can be either inorganic ions such as Na⁺, K⁺, Cl⁻, or organic compounds such as amino acids, certain sugars, and betaine. Betaine plays a crucial role in stabilizing cellular metabolic function during periods of stress, preserving the cell's capacity to uptake nutrients, unlike osmolytes such as Na⁺, K⁺, and Cl⁻. Moreover, it offers protection to intracellular enzymes against osmotic inactivation.

3. Heat stress

Heat stress is a major challenge in poultry production, especially during the hot summer months. It occurs when birds face difficulty in achieving a balance between body heat produced and heat loss. This imbalance can lead to several health issues and production losses.

4. The Role of Betaine in Enhancing Poultry Health During Heat Stress.

a) Betaine aids in preserving intestinal integrity by facilitating water retention, increasing cell volume, promoting anabolic activity, and maintaining cellular integrity as shown in fig. 4. which are Representative photomicrographs of the ileum after 10 days of the experiment from broilers fed a control diet (CON, A and C) and betaine (BET, B and D) on villous



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height under thermoneutral (TN, A and B) or after 10 days being exposed to heat stress (HS, C and D).

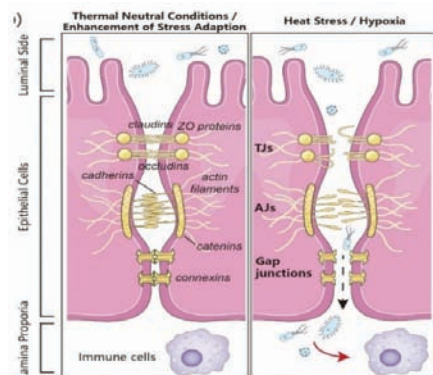


Fig. 3 - Intestinal barrier damage in HS (Soheil Varasteh, et al. *Nutrients*, 2020)

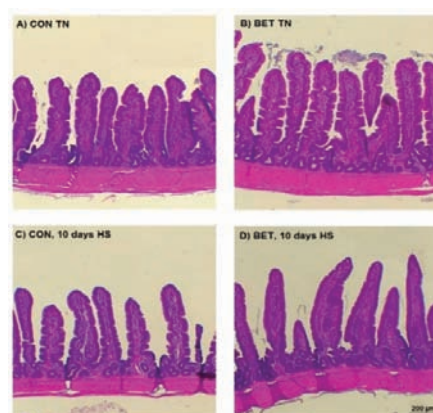


Fig. 4 - Impact of betaine on intestinal integrity of broiler birds in Heat stress conditions (Shakeri et al, *Animals* 2020)

b) Betaine has three methyl groups in its structure and donates them in various metabolic reactions, which can spare compounds like methionine, choline, and folic acid. Therefore, supplementing with betaine may reduce the need for these nutrients.

c) The growth rate of poultry birds is enhanced by betaine, which conserves energy that would otherwise be expended on the Na⁺/K⁺ pump and Calcium pump in high temperatures. This conserved energy can then be directed towards growth.

d) Betaine enhances the concentration of beneficial short-chain fatty acids, such as acetic and propionic acid, which are vital

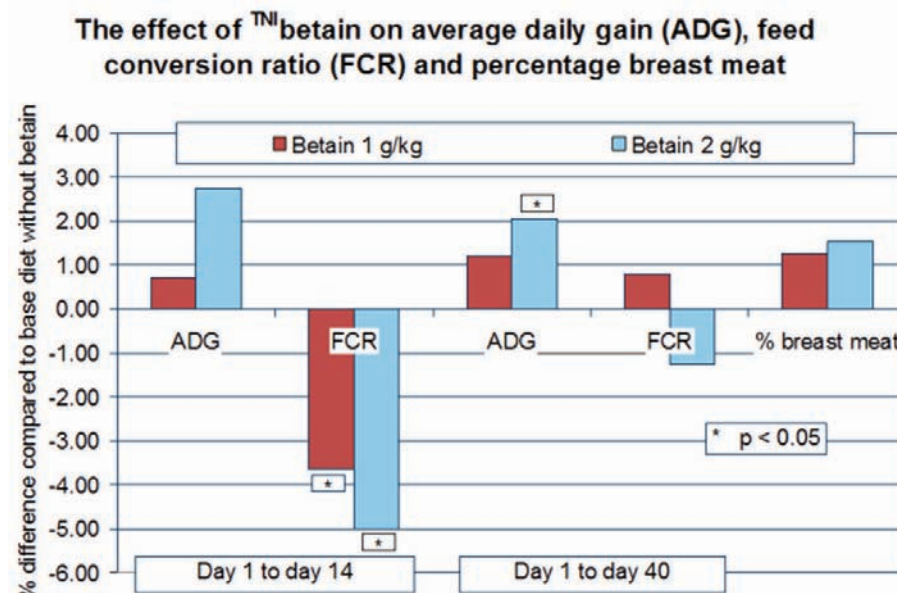


Fig. 5:Effect of Trouw Nutrition betaine on broiler performance

to host bacteria like *Lactobacillus* and *Bifidobacterium* in poultry. This improvement enables these bacteria to effectively inhabit the caecum and inhibit the colonization of harmful bacteria in the intestinal tract.

e) Betaine supplementation in laying hens leads to an increase in daily egg mass production, reduces thin eggshell issues which are related to heat stress, and helps to enhance serum concentrations of estradiol and melatonin.

f) Trouw Nutrition's Betaine is proven to elevate production performance even under heat stress conditions, notably increasing breast meat percentage through the provision of essential methyl groups, as depicted in Fig. 5. Recognizing that high-performing animals demand

superior nutrition for sustained health and optimal growth, Selko Feed Additives introduces TMIbetain. This meticulously tested supplement supports animal performance across multiple metabolic pathways. TMIbetain adheres strictly to the stringent quality standards upheld by Trouw Nutrition Feed Additives.

Contrasting the Attributes of Trouw Nutrition's Natural Betaine with Synthetic Betaine

Recommended Dosage:

For broiler, layer, and breeder birds: 0.5 to 1 kg per ton of feed. However, in challenging conditions such as heat stress, the Betaine dosage can be increased to up to 2 kg per ton of feed.

g) Betaine has been found to significantly enhance hematological

TNIBetain96	Betaine HCL
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pH = 7 (neutral)	pH = 1 - 1,5 (very acid)
Non-corrosive	Highly corrosive
Highly soluble in Water (approximately 99%)	Low solubility in water, around 50%
Proven product, strong technical dossier	Availability of technical data limited
Easy to process, no risks for equipment & workers	Specific precautions for equipment & workers required
Molecular weight 117.15 g/mol	Molecular weight 153.61 g/mol.
Without residues TMA (trimethylamine)	Residues of TMA (trimethylamine) that can cause irritation and damage at the level of membranes.
Very low levels of Cl ⁻ ion (less than 0.1%) which means that there is no interference with its osmolyte function	Cl ⁻ ion concentration is never less than 20%.
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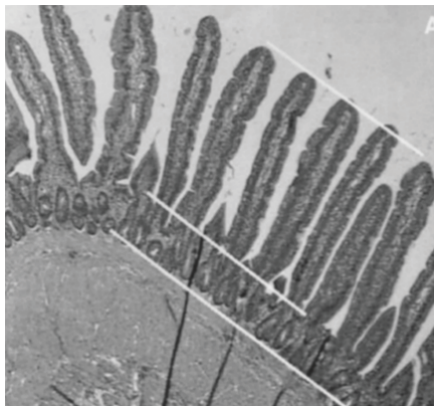


Fig. - A. non-challenged

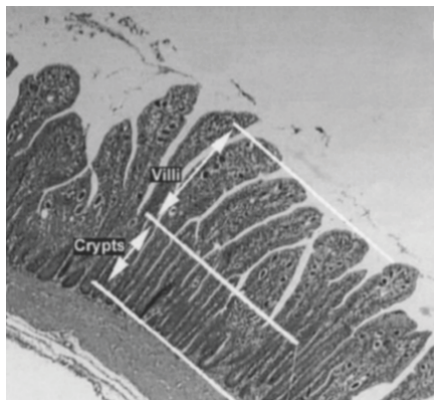


Fig. - B. Coccidia-challenged

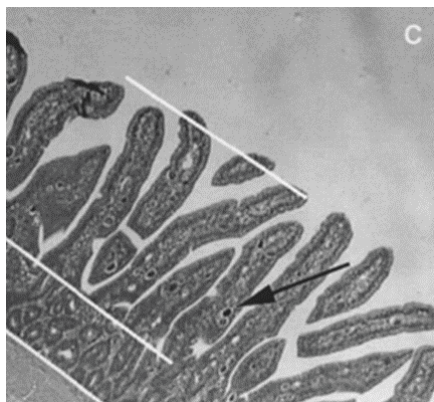


Fig. - C. Coccidia-challenged + Betaine supplementation.

parameters, including RBC and platelet count, while reducing the number of heterophils and increasing the number of lymphocytes. The reduction in lymphocyte count during heat stress is attributed to the rise in inflammatory cytokines, which stimulate hypothalamic production of corticotrophin releasing hormones.

h) Betaine aids in the expansion of intestinal mucosa, thereby enhancing the absorption and utilization of nutrients, which results in improved digestibility of crude protein, crude fiber, ether extract.

i) Studies have demonstrated that betaine interacts with lipid metabolism by promoting the oxidative catabolism of fatty acids through its involvement in carnitine synthesis. Therefore, betaine can be utilized to increase the proportion of lean meat and reduce fat in poultry carcasses.

j) Betaine acts as an osmoregulatory in the intestine, optimizing water and salt balance within cells for efficient nutrient absorption and reducing litter moisture. It increases villus height, protecting enterocytes during challenges like coccidiosis, and strengthens the gut, reducing damage during infections as shown in Fig. A, B and C.

(Kettunen *et al.*, 2001)

The various effects described above are either directly or indirectly linked to betaine's osmoregulatory function and its role in methionine biosynthesis.

5. Conclusion

Betaine emerges as a pivotal

component in poultry health management, particularly in the face of heat stress challenges. Originating from sugar beets, its molecular structure rich in methyl groups facilitates its dual function as a methyl donor and osmoregulator, essential for maintaining cellular integrity and supporting metabolic processes. Amidst heat stress conditions, Betaine supplementation showcases remarkable efficacy, preserving intestinal integrity, conserving energy expenditure, and enhancing production performance. Its multifaceted benefits extend to improvements in hematological parameters, nutrient absorption, and lipid metabolism. With its proven effectiveness and adherence to stringent quality standards, Betaine stands as a crucial asset in optimizing poultry health and performance under challenging environmental conditions, exemplifying the potential of innovative nutritional strategies in safeguarding livestock welfare and productivity.

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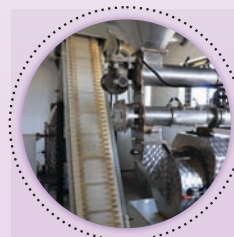
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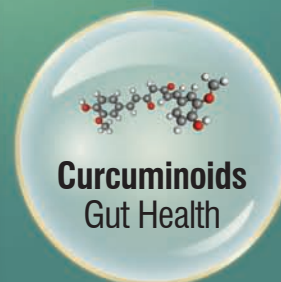
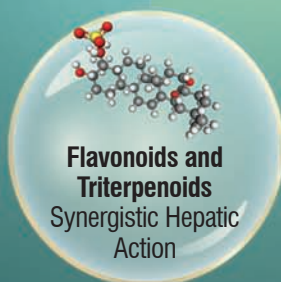
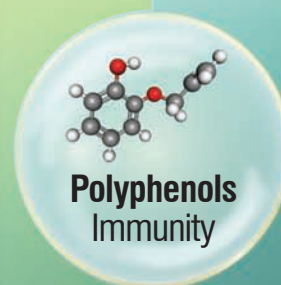
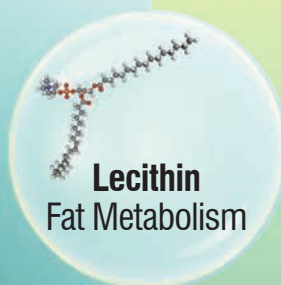


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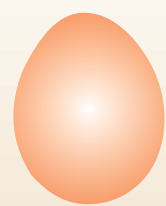


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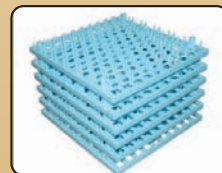
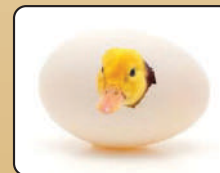
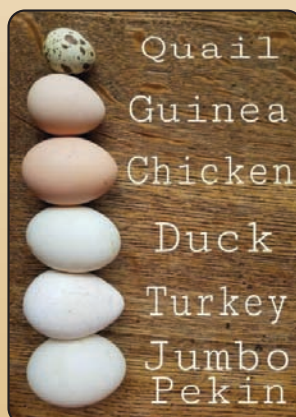
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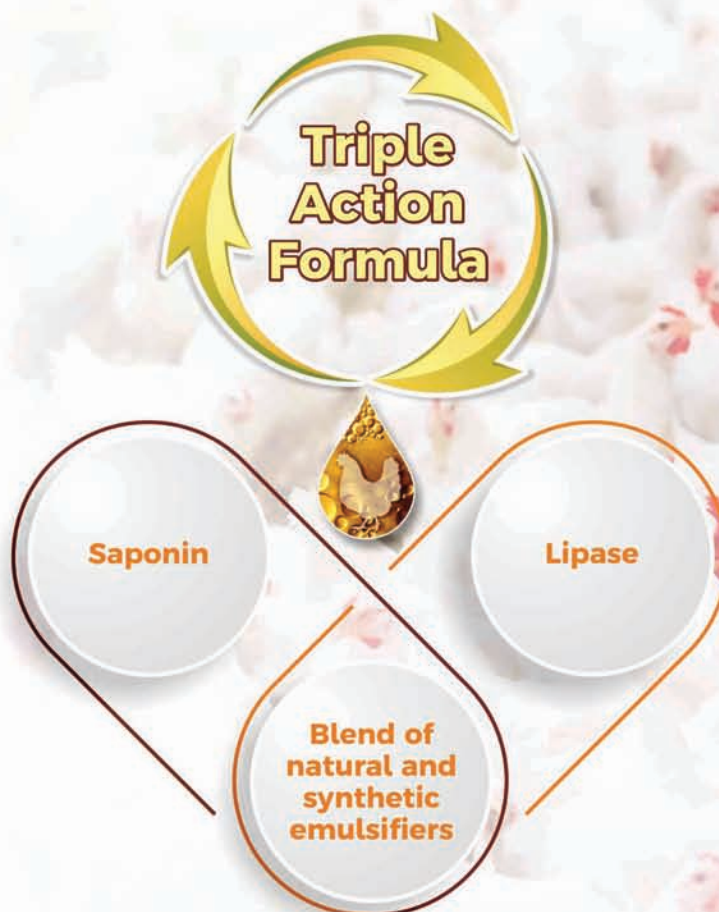
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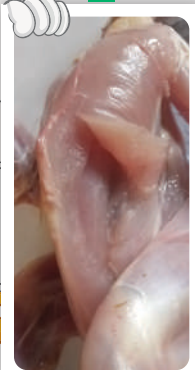
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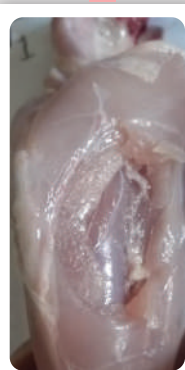


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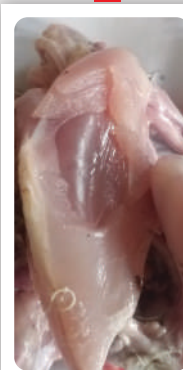
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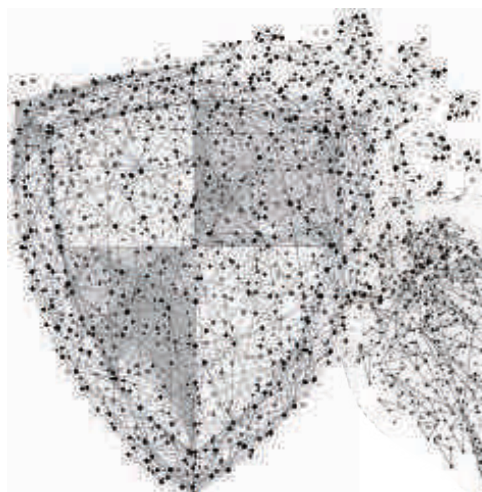
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