

Poultry Fortune

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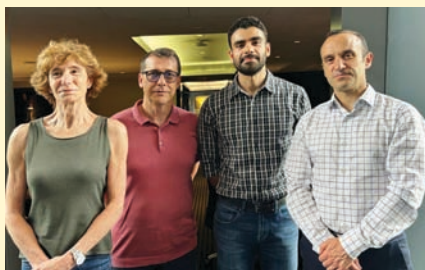
July 2024

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Skinless Chicken in Bengaluru sold at ₹300 and ₹350 a Kilo, compared to ₹220 - ₹280 a few weeks ago



Norel setting up Healthcare & Nutrition products production facilities in 50:50 JV with O.P. Singh at Pune



Venkys India organises seminar on Changing landscape and innovative managemental strategies of toxicities in poultry



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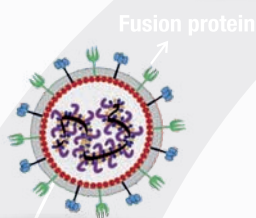
**1980
Genotype
VI**

**1950's
REPRODUCTIVE
FORM**

**1960-1980
Genotype
III, IV, IX
and X**

**1926-1960
Genotype
I, II, IV**

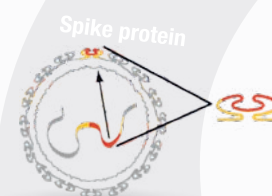
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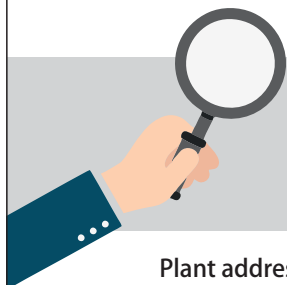
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Skinless Chicken in Bengaluru sold at ₹300 and ₹350 a Kilo, compared to ₹220 - ₹280 a few weeks ago

India poultry market has experienced significant growth in recent years, with its size reaching a value of USD 30.46 billion in 2023. This growth can be attributed to various factors such as increasing protein consumption, rising disposable incomes, and the growing popularity of poultry products among consumers due to its affordability.

Modern breeds with rapid growth rates, high egg production and feed efficiency through impressive genetic improvement are frequently associated with digestive problems including passage of undigested feed with impaired gut health function. Passage of nutrients into the faeces is caused by insufficient digestion and intestinal absorption. This significantly impacts weight gain, FCR, flock uniformity and egg production that ultimately leads to a severe economic loss.



Dear Readers,

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

Centre issued avian influenza advisory after 4 states report

outbreaks in poultry 'Concern over bird flu rising since March 2024 asking all states and UTs to watch out for any unusual deaths among birds or poultry. The advisory follows bird flu (avian influenza) outbreak in poultry in four states, Andhra Pradesh (Nellore); Maharashtra (Nagpur); Kerala (Kottayam, Alappuzha and Pathanamthitta) and Jharkhand (Ranchi) and several outbreaks among cattle in the US which has also reported one human infection case. Given that avian influenza is highly pathogenic and has the potential to be transmitted to humans, it is imperative to take necessary steps to minimise and prevent the spread of this infection, Director General of Health Services Mr Atul Goel and Animal Husbandry Commissioner Mr Abhijit Mitra said in an advisory to the states and UTs. The Centre has asked states to strengthen biosecurity measures in all poultry establishments, zoos, poultry markets; be prepared with preventive measures, including

adequate stock piling of antiviral drug oseltamivir, personal protective equipment and isolation wards and beds; enhance surveillance in wet markets, abattoirs, among poultry farm workers and maintain Severe Acute Respiratory Illness monitoring.

Alarming levels of antibiotic resistance found in poultry environment in Andhra Pradesh a new study conducted by Delhi-based environmental research and advocacy organisation, Toxics Links and international NGO, World Animal Protection, found high levels of Resistance Genes against medically important antibiotics in the poultry environment.

Bengaluru sees chicken prices pecking through the roof for the first time, chicken prices have crossed Rs 300 due to high consumption, extreme weather conditions and increased feed costs. Extreme heat is reducing the life expectancy of chickens. Vendors predict prices may rise further in the coming days. In Bengaluru, a kilogram of skinless chicken is retailing for between Rs 300 and Rs 350, compared to Rs 220 - 280 a few weeks ago. Broiler chicken with skin on is selling at Rs 280, up from Rs 200 - 220.

Govt plans to procure more maize to ramp up production of ethanol India has drawn up plans to divert more maize to make ethanol for the country's fuel blending programme and ramp up output nearly 10 times in five years, three

Contd on next page



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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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officials said recently. The Union government has also signed off on a scheme to procure maize at federally fixed minimum support prices (MSP) and supply it to distilleries, as part of a strategy to meet India's biofuels needs. Maize or Corn, the third most grown cereal, has emerged as a strategically important commercial crop in the country because of its use in making ethanol, which is blended with petrol. It is also an important poultry feed.

India's maize exports in FY24 drop to 4 year low at 14.42 lakh tonnes on higher domestic prices drop was due to higher domestic prices, reduced crop, and increasing demand from ethanol, poultry and starch manufacturers. India's maize exports fell to a four year low in the 2023 - 2024 period, experiencing a 58 percent decline in volume. This drop was due to higher domestic prices and a reduced crop, coupled with increasing demand from ethanol, poultry, and starch manufacturers. The country's maize exports declined to 14.42 lakh tonnes during 2023-24 from the previous year's 34.53 lakh tonnes as per the official data with large buyers such as Bangladesh and Vietnam reducing their off take and shifting to other cheaper origins.

Feed Enzymes Global Leader focused on expanding portfolio at Novus Chesterfield, MO (June 26, 2024) – José Otávio B. Sorbara, Ph.D., is charting the direction of a growing product portfolio at Novus. Sorbara was named the intelligent nutrition company's Feed Enzymes Global Leader following the company's acquisition of BioResource International, Inc. (BRI), earlier this year. In this new role, Sorbara owns developing the strategy and managing the innovation pipeline for Novus's enzyme products while supporting the commercial team as it works to grow the feed enzyme business around the world.

Venkys India Limited organized a seminar on *Changing landscape and innovative management strategies of toxicities in poultry* on 24 & 27 April at Raipur and Karnal. Dr Joseph Garcia, technical manager, Special Nutrient, USA spoke on the theme of the seminar "Changing multiple toxicities in feed and its mitigation strategies". Dr Joseph Garcia started his presentations on "Toxin in Poultry" by showing some of the Photographs of the post mortem lesion caused by mycotoxicity in poultry. The photographs of post mortem lesions given clear idea about different lesions in different organs by different mycotoxins. He also talked about the prevalence of different toxins in the feed.

Norel Worlwide is setting up Healthcare & Nutrition products production facilities in 50:50 JV with Mr O.P. Singh at Pune. Mr Francisco, CEO and Mr Juan Jose Mallo, Chief Commercial Officer, Norel Worldwide said that Norel wants to assist the industry to develop a more natural animal production while keeping it economically viable and we are one of the biggest producers of butyrates and medium chain fatty acids that focus on gastrointestinal health and work very well either in combination with antibiotics or as an alternative to them. Besides, we master the production of organic trace minerals with very concentrated products.

Rising Consumer Demand for Economical Protein Sources is Driving the Poultry Industry's Growth as it is Poised for the Next Phase of Growth - Ricky Thaper Treasurer, Poultry Federation of India India has the vast resources of livestock and poultry, which plays a vital role in improving the socio-economic conditions of rural masses. As per the 20th livestock census, there are about 303.76 million bovines (cattle, buffalo, mithun

and yak), 74.26 million sheep, 148.88 million goats, 9.06 million pigs and about 851.81 million poultry. The Indian poultry sector has played a crucial role in meeting protein and nutritional needs of a vast section of the population. Currently while the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum.

Novus International, Inc., is focusing on research, new product development and innovation in a new place to call home in the United States. The intelligent nutrition company recently moved its global headquarters in Missouri. "America's heartland has been home to our global headquarters since our founding in 1991. It was important for us to stay in Missouri and remain centrally located to our customers throughout the U.S.," says Dan Meagher, Novus president and CEO. "While the new building is perfect for today's Novus, he said, the improvements we have made in the new Lab at HQ are helping us plan for the animal agriculture industry of tomorrow".

In the Articles section, Indian Animal Health Industry, authored by Dr D.K. Dey discussed that the national treasure less explored John Sculley - the famed entrepreneur and high tech startup investor, once said, "No great marketing decisions have ever been made on qualitative data". Yes, we are discussing good and tangible quantitative data for our industry. The data should be beyond imaginative or interaction-based numbers. Data will be based on robust logic, market research and sector specific. Indian Animal Health Industry is undoubtedly a hot spot amongst the top 3 in all the Livestock / Poultry and Aquaculture sectors. This business is not only growing by volume. We are growing by value, geographic expansion and innovations.

Another Article, Why Poultry Litter Management is Essential, authored by R. K. Mahapatra, Vijay Kumar, L. L. Prince, Shanmugam M., N. Anand Laxmi and S. P. Yadav stated that Poultry Litter is very rich in Nitrogen. If not utilized properly then it may destroy the crop. Poultry wastes pollute the environment and underground water resources by percolating down and mixing with water. Poultry Litter releases nitrous oxide and ammonia which may create health issues in human beings. Proper treatment of poultry waste is to convert the litter / waste into vermin compost which helps in increasing the fertility of the soil.

Another Article, Turn Waste into Profit: Addressing Undigested Feed Challenge in Poultry, authored by Dr Chandan Chatterjee and Dr Trupti Wanjari said that the efficient conversion of feed into its necessary components for optimal absorption of nutrients is crucial, both for the production and welfare of poultry birds. Modern breeds with rapid growth rates, high egg production and feed efficiency through impressive genetic improvement are frequently associated with digestive problems including passage of undigested feed with impaired gut health function. Passage of nutrients into the faeces is caused by insufficient digestion and intestinal absorption. This significantly impacts weight gain, FCR, flock uniformity and egg production that ultimately leads to a severe economic loss.

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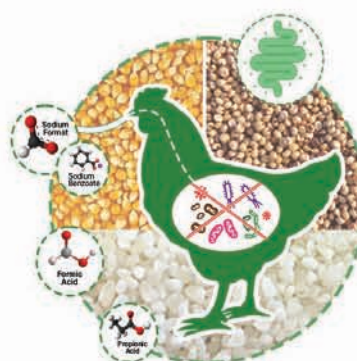
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GLOCREST Pharmaceutical Celebrates Success and Strategic Vision at 2024 Annual Meeting at Thane, Mumbai



GLOCREST Pharmaceutical team during the AGM

GLOCREST Pharmaceutical Pvt Ltd recently concluded its highly anticipated Annual General Meeting on April 17-18, 2024 at Iconic Blue Roof Club, Thane, Mumbai. This event was a remarkable gathering of the company's key stakeholders, employees and management, aiming to reflect on the past year's achievements and strategize for the future.

Day 1: Training and Celebration

The AGM kicked off on April 17 with a warm welcome by Dr Ramdas Kambale (CEO & Board Member of GLOCREST) setting a positive tone for the event. The morning session featured a motivational training led by Dr Richa Bhargawa from Dr Richa's Success Solutions, inspiring the attendees with insights and strategies for personal and professional growth.

Following a lunch break, the participants engaged in an insightful Spoor Training session conducted by Tejasvi and the Spoor Team, focusing on innovative approaches and technologies in the industry. The afternoon continued with an in-depth product training session led

by Dr Ramdas Kambale and Dr Ravikumar Meshram. This session provided valuable knowledge and updates on GLOCREST's product offerings, emphasizing their unique benefits and applications.

The day concluded with a gala dinner at the prestigious Hotel Blue Roof

Club in Thane, providing an excellent opportunity for networking and celebrating the day's achievements.

Day 2: Strategic Planning and Recognition

April 18 commenced with a crucial session on sales review and budget planning for the fiscal year 2024-2025 led by Dr Ramdas Kambale. This session involved detailed discussions on the company's financial performance and strategic planning to achieve future goals.

The zonal presentation session followed, allowing different regional teams to showcase their achievements, challenges and plans for the upcoming year. This collaborative approach fostered a sense of unity and shared purpose among the participants.

One of the highlights of the AGM was the Award Ceremony, where outstanding performers were recognized for their exceptional contributions. Mr Soumen Malakar from Kolkata was honored as



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the Best Zonal Manager, Mr Ashantu Raj from Patna was named the Best Individual Sales Manager, and Mr Sugumaran Venkatasalam from Coimbatore received the Best Area Manager award. These awards were presented by esteemed company leaders, including Chairman Mr Rajesh Babu and Board Members, Mr Nishank Kaparthi and Dr Ramdas Kambale.

The event concluded with a Q&A session, individual team meetings with the management and a wrap-up session over lunch, ensuring all participants left with clear objectives and renewed motivation.

GLOCREST's 2024 AGM was a resounding success, reflecting the company's commitment to excellence, innovation and strategic growth. The event not only celebrated past achievements but also set a clear vision for the future, reinforcing GLOCREST's position as a leader in the pharmaceutical industry.

Big Fish: Andhra dishes out 41% of India's aquaculture output

Milk, Meat, Egg Output Up In '22-'23, Banana Is New King Of Fruits: NSO

Where do you get your fish & pulses from?

Share of Top 5 States for Output of Fishing & Aquaculture in 2022-23

State Share	(%)
Andhra Pradesh	40.9
West Bengal	14.4
Odisha	4.9
Bihar	4.5
Assam	4.1
Remaining states	31.3



Share of Top 5 States for Output of Livestock in 2022-23

Rajasthan	12.5
Uttar Pradesh	12.3
Tamil Nadu	9.1
Andhra Pradesh	7.8
Maharashtra	7.3
Others	50.9



Share of Top 5 States for Output of Pulses in 2022-23

Madhya Pradesh	22
Maharashtra	16.9
Rajasthan	13
Uttar Pradesh	12.3
Gujarat	7.7
Others	28.1



Source: MOSPI

New Delhi: Andhra Pradesh topped the list of states in fish- ing and aquaculture and accounts for 40.9% of the share in the sector followed by West Bengal, Odisha and Bihar.

West Bengal's share in all India output has come down from 24.6% in 2011-12 to 14.4% in 2022-23 while Odisha and Bihar increased their share, according to a latest statistics office report on value of output from agriculture and allied sectors.

The output of the fishing and aquaculture sub-sector in- creased steadily from about Rs 80,000 crore in 2011-12 to about Rs 1,95,000 crore in 2022-23. Output of marine fishing includes the entire output of prawn- inland or marine.

The output of the 'live-

stock' sub-sector increased steadily between 2011-12 to 2022-23. During this period, the output of milk, meat and eggs also recorded an in- creasing trend.

The share of milk, meat and eggs in output of live- stock sub-sector was 66.5%, 23.6% and 3.7% respectively in 2022-23, compared to 67.2%, 19.7% and 3.4% respectively in the base year 2011-12, the data showed.

Uttar Pradesh and Rajasthan together accounted for about a quarter of output of livestock sub-sector while out- put of Tamil Nadu increased faster during this period. Uttar Pradesh had nearly 41% share of output of the sugar group in 2011-12, which increased to more than half of all India output

of sugar crops in 2022-23. Maharashtra was distant second with 19%, followed by Karnataka at 8.9%, Tamil Nadu at 3.9%, Bihar 3.3%. The remaining states accounted for 11.4% When it comes to fruits, bananas overtook mangoes in terms of value of output in 2022-23. Banana had a share of 10.9%, followed by mango at 10%. Together, it accounted for more than one fifth of output of the entire group. Among the vegetables during 2022-23, potato and onion together contributed highest production, accounting for about 15% output of the group. Floriculture accounted for about 7%.

The data showed that agriculture, forestry and fishing accounted for 18.2% of the gross value added - a key indicator of economic performance-at current prices in 2022-23. After reaching 20.4% in 2020-21, it came down to 18.9% in 2021-22.

India ranks second world- wide in arable land (155.37 mil- lion hectares); third in production of cereals; and second in groundnut, fruits, vegetables, sugarcane, tea, and jute. The country had the largest herds of buffalo and goat; sec- ond largest in cattle and sheep; and seventh in chicken population in the world, as per the latest available informa- tion of 2020. It is the largest producer of milk; second in production of eggs and fifth in production of meat.

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A Joyous Union: Celebrating GLOCREST's Director Nishank Kaparthy's Wedding

GLOCREST Pharmaceutical is delighted to announce the wedding of our esteemed Director and Board Member, Nishank Kaparthy. The joyous event took place on 27 March 2024, uniting many professionals from the poultry industry. It was not just a celebration of love but also a testament to the unity within our industry.

The wedding was graced by numerous distinguished guests, including veterinary doctors, poultry consultants, nutritionists, CEOs and MDs of leading poultry farms. Feed millers and sales people from various poultry companies also attended, underscoring the close-knit connections in our community.

GLOCREST Pharmaceutical employees, along with colleagues from Krishna Group, attended the wedding in full force, demonstrating the strong bonds within our corporate family. The event highlighted the support



Nishank and his spouse during the wedding celebration

and goodwill Kaparthy has cultivated within the industry and among his peers.

A special highlight of the wedding was the presence of Mr Arun Yogiraj, the nation's most sought-after sculptor hailing from a family of five generations of renowned sculptors in Mysore. His submission for the Ram Lalla idol has been selected by the committee for the Ayodhya temple. His presence and artistry added a touch of

cultural grandeur, making the celebration even more memorable.

Reflecting on this beautiful occasion, we at GLOCREST are reminded of the

importance of personal connections and our shared commitment to excellence in poultry nutrition and health. Kaparthy's wedding provided a unique opportunity for industry leaders and professionals to come together, exchange ideas, and build relationships that drive innovation and growth.

We extend our heartfelt congratulations to Nishank Kaparthy and his spouse. May their journey ahead be filled with happiness, prosperity and continued success. We look forward to many more such celebrations and milestones that bring our industry closer together.

With this happy event, GLOCREST Pharmaceutical reaffirms its dedication to advancing the poultry industry, fueled by the collective spirit and collaboration of all its members, informed a note from GLOCREST.



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Presentation

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NOVUS new Global Headquarters is Focused on the Future

CHESTERFIELD, MO

(June 11, 2024) – Novus International, Inc., is focusing on research, new product development, and innovation in a new place to call home in the United States. The intelligent nutrition company recently moved its global headquarters in Missouri.

"America's heartland has been home to our global headquarters since our founding in 1991. It was important for us to stay in Missouri and remain centrally located to our customers throughout the U.S.," says Dan Meagher, NOVUS president and CEO. "While the new building is perfect for today's NOVUS, the improvements we've made in the new lab at HQ are helping us plan for the animal agriculture industry of tomorrow."

Located at 17988 Edison Ave., in a suburb of St. Louis, the already existing building was redesigned with the future in mind.

"The new space is more focused on R&D and efficiency to help further our commitment to



Break Room

innovation," says Paula Fisher, manager of analytical services and R&D at NOVUS. "It's a space that truly provides us the opportunity to develop and formulate intelligent, next-generation solutions to support the ever-changing landscape of our customers in the animal agriculture industry."

From the new lab, the NOVUS team performs organic chemistry and biochemistry, analyzes feed formulations and raw feed ingredients, as well as process and manufacturing chemistry and microbiology.

Deana Hancock, Ph.D., director of global applied research and technology scouting, says the science and analysis conducted at NOVUS headquarters supports both the customers and the wider animal agriculture industry.

"Our Open Innovation approach helps us address new customer challenges by looking beyond our own capabilities," she says. "We find and review developing ideas and products along with technologies already in development to identify collaborative opportunities. We also partner with industry leaders in the field and at research

centers around the world to explore up-and-coming technologies even outside of the feed additive sector. Through this approach, we can develop products and services for multi-species and different regions."

Hancock says the in-house lab allows NOVUS to work in lockstep with external partners to achieve the company's goal of creating products that address animal health, well-being, and performance through intelligent nutrition.

Along with innovation in the lab, the new office is also a reflection of today's workspace environment.

"The former headquarters served us well, but today's work environment requires flexibility to enhance the employee experience," says Global Director of Human Resources Evelyn Mendes. "Since 2020 NOVUS has fostered greater collaboration among employees with hybrid offices that are more suitable for on-site, partially remote, and fully remote work."

Along with the labs, the building houses members of the company's Executive Leadership Team, legal and regulatory, finance, human



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Application	<ul style="list-style-type: none"> Prevent the accumulation of fat and tissue lesions in the liver and kidney Strengthen animal's health and disease resistance ability improves animal's growth rate and laying rate and piglet's Survival rate promote Fish growth and breeding , improves survival rate Ensure animal's normal function of nervous system 	
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resources, operations, supply chain, and logistics. Hot desks throughout the building offer work spaces for employees to use as needed and there's a variety of space to support internal collaboration and meetings with customers.

"NOVUS embraced the hybrid work model prior to 2020, empowering our employees with greater autonomy to do their best work wherever they are most productive. We also recognized the fiscal and environmental benefits of optimizing the usage of our office space," Mendes says.

NOVUS has also filed for a one-time rebate from energy company Ameren for energy conscientious lighting, HVAC system, and laboratory ventilation system.



Formulation

The project was executed by Gray Design Group in partnership with HERA laboratory planners to design the lab space. Both companies are located in St. Louis, MO.

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, as well as a network of experts around the world to provide guidance on management best practices.

For more information on how NOVUS is using innovation to help poultry, pork and dairy producers do more, visit novusint.com.



Graphic Wall

AB Vista appoints Atmaram Yadav as General Manager of South Asia

AB Vista, a leading global supplier of innovative feed ingredients and technical services, is pleased to announce the appointment of Mr Atmaram Yadav as the new General Manager of South Asia. This strategic appointment is set to mark a significant milestone in the company's ongoing commitment to excellence and growth in the region.

Mr Atmaram Yadav brings a wealth of experience to his new role, with an impressive career spanning over 25 years in the poultry industry. Over the past 14 years, Mr Yadav has been an integral part of AB Vista, where his leadership and expertise have played a pivotal role in driving the company's success.

Throughout his tenure at AB Vista, Mr Yadav has demonstrated exceptional acumen in market development, customer relations and strategic planning. His deep understanding of the poultry industry, coupled with his innovative approach, has been instrumental in expanding the company's footprint and enhancing its market position. His contributions have not only strengthened AB Vista's presence in the industry but have also paved the way for innovative solutions that address the evolving needs of the market.

In his new role as General Manager of South Asia, Mr Yadav will oversee the operations and strategic initiatives in the region, focusing on driving growth, enhancing customer engagement, and fostering innovation. His extensive



experience and proven track record make him ideally suited to lead AB Vista into a new chapter of success.

"I am honoured to take on this new role and lead the South Asia region for AB Vista," said Mr Atmaram Yadav. "I look forward to working closely with our talented team and valued partners to continue our journey of growth and innovation. Together, we will build on our achievements and strive to deliver exceptional value to our customers."

Dieter Suida, Global Commercial Director of AB Vista, expressed his confidence in Mr Yadav's appointment, stating, "Atmaram's extensive industry experience and deep knowledge of our business make him the perfect fit for this role. His leadership will undoubtedly contribute to our continued success and strengthen our commitment to delivering innovative solutions to the poultry industry in South Asia."

Under Mr Yadav's leadership, AB Vista is poised to further consolidate its position as a market leader in the region, driving forward with renewed energy and a clear vision for the future, said a note from the company.



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ILDEX Vietnam, 9th International Exhibition in Ho Chi Minh City, Vietnam – A Good Show to Visit – By Ricky Thaper



A good number of International visitors attended ILDEX Vietnam, 9th International Exhibition on Poultry, Meat Processing, Livestock, Dairy and Aquaculture, organised from May 29-31, 2024 at Saigon Exhibition & Convention Centre, Ho Chi Minh City, Vietnam. This Expo brought together more than 230 exhibitors displaying technologies, machinery and equipment

for nutrition, animal health, and slaughtering and processing of livestock and aquatic products, from more than 32 countries and territories, with 85 per cent of the space featuring international brands and 15 per cent highlighting local innovators, visited by 18,000 trade visitors from more than 45 countries in three days. Apart from that, the conference sessions were hit with

over 1,600 delegates participation to explore the latest industry trends and innovations. The top visitor

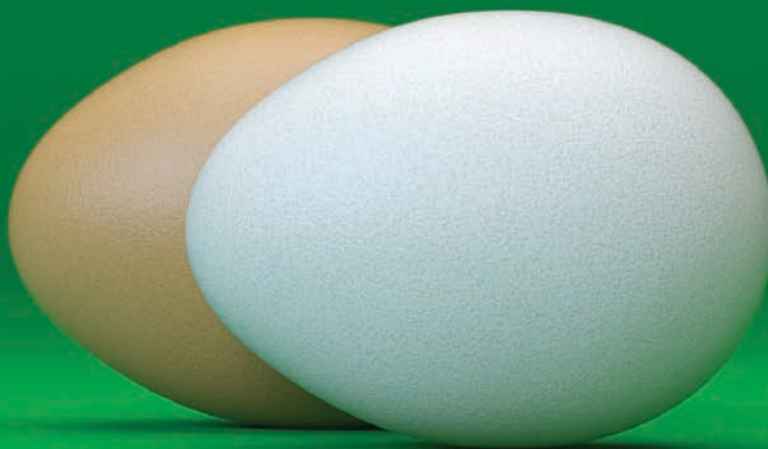
countries/regions were China, Philippines, Thailand, India, South Korea besides Vietnam.

At this three days Business to Business (B2B) exhibition, it was a good busy days meeting business friends and colleagues from the poultry and livestock industry from different countries. Some of the latest innovations in agriculture and livestock technologies were on display at ILDEX Vietnam exhibition. Most of the exhibitors were happy with the good response from the delegates in terms of business orders and enquiries. The Indian delegation was thrilled to have been part of this dynamic gathering and look forward to continued collaboration and growth within the industry.





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Changing landscape and innovative managemental strategies of toxicities in poultry: Technical session organized by Venkys India

Venkys India Limited organized Technical Seminars on 24th & 27th April at Raipur and Karnal. The seminars were led by Dr Joseph Garcia, technical manager at Special Nutrient, USA. The theme of seminars was on “Changing multiple toxicities in feed and its mitigation strategies”

Dr Joseph Garcia started his presentations on “Toxin in Poultry” by showing some of the Photographs of the post mortem lesion caused by mycotoxicity in poultry. These Photographs of post mortem lesions given clear idea about different lesions in different organs by different mycotoxins. He also talked about the prevalence of different toxins in the feed and how Biobantox and Biobantox Plus can play a critical role in the toxicity prevention and management in poultry.

Afterwards Dr Joseph Garcia updated about the endotoxins and their importance in poultry production. The endotoxins disrupt gut health in poultry. Endotoxins, also known as lipopolysaccharides (LPS), are part of the outer membrane of the cell wall of all gram-negative bacteria (e.g. *E. coli*, *Salmonella spp.*, *Shigella spp.*, *Pseudomonas spp.*, among others) that are released from bacterial cell wall by shedding or



Dr Vishwas Sagajkar

through bacterial lysis. As the gram-negative bacteria are part of poultry microbiota, lipopolysaccharides (LPS) are also present in the intestine. Under eubiosis, this does not affect animals negatively because intestinal epithelial cells are poorly responsive to Lipopolysaccharides (LPS) when stimulated from the apical side.

Endotoxins are released in systemic circulation from gram negative bacteria whenever we use antibiotics against these the gram negative bacteria. These released endotoxin in systemic circulation of birds, affects their health and reproduction. In vitro and in vivo studies of Biobantox plus has shown binding efficiency against endotoxins (Lipopolysaccharides). Endotoxins, Pesticides and Mycotoxins adversely affect the immune system and performance of the birds. He concluded that Biobantox plus is very effective to bind Endotoxin along with adsorption of mycotoxins and pesticide, thus keeping the birds health in good condition.

Dr Joseph Garcia also mentioned about immune suppression caused by mycotoxins and subsequent vaccine failures. He emphasized that one should be very careful while selecting a toxin binder as some agent such as activated charcoal if included as a toxin binder



may have deleterious effects on health by binding the nutrients such as vitamins and minerals from the feed. Biobantox Plus takes care of mycotoxins, Endotoxins & Pesticides and helps in maintaining optimal health of the birds resulting in better performance.



A view of participants in the seminars organised at Raipur and Karanai



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The seminar at Raipur was attended by field veterinarians, broiler breeders, broiler integrators and layer farmers. Mr K.G. Anand, GM, VHPL gave introductory speech. The seminar was co-ordinated by Dr Vishwas Sagajkar (DGM) and Dr Hemanth Murade (DGM). The lamp lightening was done by Mr K.G. Anad, Dr Bhindwale, GM, Phoenix Group, Mr Govind Chandrakar and Mr Sanjay Bramhankar. Mr Manish Pottdar (ZM) offered vote of thanks.

The Seminar was attended by field Veterinarians, Consultants, Layer farmers, broiler Breeders and Broiler integrators. Mr Shashi Bhushan welcomed all the guests. The lamp lighting was done by Dr Danveer (GM production), Mr Bisla and Dr Sagajkar in opening remark, Dr Vishwas Sagajkar (DGM Marketing) introduced Dr Joseph Garcia and given brief about importance of mycotoxin control in poultry production.

At the end, Dr Vishwas Sagajkar thanked everyone for attending the seminar and concluded with positive results and excellent ROI of Biobantox and Biobantox Plus in poultry feed

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

Feed Enzymes Global Leader focused on expanding portfolio at NOVUS

CHESTERFIELD, MO (June 26, 2024) – José Otávio B. Sorbara, Ph.D., is charting the direction of a growing product portfolio at NOVUS. Sorbara was named the intelligent nutrition company's Feed Enzymes Global Leader following the company's acquisition of BioResource International, Inc. (BRI), earlier this year.

In this new role, Sorbara owns developing the strategy and managing the innovation pipeline for NOVUS's enzyme products while supporting the commercial team as it works to grow the feed enzyme business around the world.

"Enzymes are more important than ever for the animal agriculture industry," Sorbara says. "They play a crucial role in optimizing feed formulations, making them more cost-effective for feed millers and farmers. By enhancing the digestibility of nutrients in the feed, our enzymes improve the overall nutritional value of the diet for animals. This not only boosts animal performance but also reduces waste and environmental impact by minimizing nutrient excretion".

He says coupling BRI's products and expertise in fermentation with NOVUS's own CIBENZA® Enzyme Feed Additive not only provides more options to customers it also allows the company to innovate



solutions for tomorrow's nutrition and performance challenges.

Laura Munoz, senior director of Global Strategic Marketing & Business Development says Sorbara's expertise with enzymes as well as in managing and fostering collaboration of global and regional teams will be an asset to grow the company's market share in the enzyme sector.

"As an expert, José helped expand market opportunities for various enzymes while with DSM. His understanding of the sector is definitely an asset as we work to grow our enzyme portfolio," Munoz says. "We're confident that José's leadership will allow us to meet our goals as well as continue to solidify our commitment as a trusted partner for our customers," Munoz says.

Sorbara spent the last 17 years with dsm-firmenich where he most recently served as the Global Innovation Lead for Poultry. He also previously held technical, marketing and category management roles at the company. He

earned his doctorate in poultry nutrition from the State University of Maringá (Universidade Estadual de Maringá) in Brazil.

He is a member of the Poultry Science Association and resides in Brazil.

NOVUS is the intelligent nutrition company providing solutions for the animal agriculture industry around the world. The company's portfolio includes trace minerals, nutritional enzymes, feed digestibility and meat quality solutions, and methionine supplementation products, as well as a network of experts globally who provide guidance on management best practices. To learn how NOVUS is Made of More, visit novusint.com.

For information about the solutions NOVUS offers through its enzymes portfolio, visit www.novusint.com.

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Aflatoxins

Ochratoxins

Trichothecenes

Unveiling Success: Indian Herbs Specialities organizes Seminar on "Layer Nutrition, Management and Disease diagnostics" at Midnapur, WB

INDIAN HERBS

SPECIALITIES Pvt Ltd organized a Spectacular One-Day Technical Seminar in Midnapore, West Bengal, on June 8, 2024. This seminar was a resounding success leaving an indelible mark on the attendees and organizers alike. The seminar's thematic focus on 'Layer nutrition, management and disease diagnostics' addressed crucial aspects vital for the sustainable layer farming operations.

The esteemed presence of Chief Guest Dr Purnendu Biswas, Ex Vice Chancellor, W.B.U.A.F.S, Guest of Honour Mr Madan Mohan Maity, Chairman NECC (East Zone) and Dr Sudipto Haldar, Director, Agrivet Consultancy elevated the seminar to a prestigious platform. Key highlights of the seminar included noteworthy address by Dr Purnendu Biswas, Mr Madan Mohan Maity and insightful session by Dr Sudipto Haldar on 'Layer nutrition, management and disease diagnostics'.



This session was complemented by Dr Shivi Maini's presentation on 'Novel Phyto-genics for Summer Stress Management in Layers', offering innovative solutions to prevalent challenges in layer farming. The enthusiastic engagement of the West Bengal Sales team, led by Mr Paramartha Roy, National Sales Manager and comprising Mr

Tirthankar Banerjee, Sales Manager (East Zone), Mr Khokan Paul, Mr Subhadip

Mondal and Mr Kaushik Paul further exemplified **INDIAN HERBS** dedication to fostering strong customer relationships and providing unwavering support to the farming community.

Furthermore, the active participation of over 60 top layer farmers, integrators, feedmillers and patrons underscored the event's significance and relevance within the West Bengal poultry-Layer community. The vibrant exchange of ideas, experiences and best practices fostered a collaborative spirit, nurturing a conducive environment for collective learning and growth.



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Dr Arun Atrey inaugurates Ramesh's Varadayini Multiple at Tanuku



P. Ramesh receiving Dr Arun Atrey, MD & CEO, Zenex Animal Health at Tanuku



Dr Arun Atrey inaugurating Varadayini Multiple at Tanuku on 27 June 2024

Dr Arun Atrey, Managing Director & CEO, Zenex Animal Health India Pvt Ltd inaugurated Varadayini Multiple, distributor of Zenex Animal Health products in West Godavari district, Andhra Pradesh on 27 June 2024 at Tanuku. Mr Puligedda Ramesh, Proprietor of Varadayini Multiple has 23 years of experience in poultry industry. Ramesh said that he doing business on the basis of quality services, reliability and consistency.

Many stalwarts of the industry in Andhra Pradesh and other parts graced the occasion and greeted Ramesh.



APPF President K.V. Subbarao inaugurated Vaccine Storage Room



Mallina Srinu, NECC Zonal Chairman inaugurated antibiotics and formulations room



Varadayini Multiple at Teachers Colony, Tanuku



Standing from Left: Dr Haresh, S. Ramana, K. Srinivas, Dr Sai Chaitanya, Dr Sai Pradeep , K. Krishna Reddy, D. Rajubabu, K. Nagireddy, B. Arun, B. Apparao, Y. Ranganath Babu, G. Kranti, P. Sandeep, G. V. Badram, G. Srinath, Timmanna, P. Ramakrishna, Sathyanarayana Reddy and Sambasiva Rao.
Sitting from Left: Dr M. Yamuna, Dr R. Anil, Dr V. Buchiramayyah , D. S. Subramaniam, Dr Arun Atrey, P. Ramesh, Dr B. Sarat Babu, R. Kanaka Subbarao.



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Norel wants to help the industry to develop a more natural animal production while keeping it economically viable

Poultry Fortune Editor, M.A. Nazeer interviews CEO & CCO, Norel Worldwide.

Norel produces a wide portfolio of feed ingredients and additives. Amongst them, we are one of the biggest producers of butyrates and medium chain fatty acids, that focus on gastrointestinal health and work very well either in combination with antibiotics or as an alternative to them. Besides, we master the production of organic trace minerals, with very concentrated products, our newly constructed NBPL factory at Pune will be launched soon. Poultry Fortune Editor, M.A. Nazeer had an exclusive interview with Mr Francisco, CEO and Mr Juan Jose Mallo, Chief Commercial Officer at Pune on June 27. Excerpts:



Francisco Moral,
Chief Executive Officer, Norel Worldwide

PF: What kind of products do you produce for Poultry. And also other segments in Livestock sector?

Juan: Norel produces a wide portfolio of feed ingredients and additives. Amongst them, we are one of the biggest producers of butyrates and medium chain fatty acids, that focus on gastrointestinal health and work very well either in combination with antibiotics or as an alternative to them. Besides, we master the production of organic trace minerals, with very concentrated products, like 40% of Zn, and 100% bioavailable metals and minerals. Norel produces as well products that can be applied to all species, like mycotoxin binders, mold inhibitors, antioxidants etc.; butyrates and organic trace minerals can also be applied to all species.

PF: How is your company's presence in the global market?

Juan: Norel products are available in more than 70 countries, and are produced in Spain, where we have 2 factories, US, México or Egypt. Besides, we are very close to open a factory here in India, that will allow us to be closer to the customers, and improve our services.

PF: How is your visit to India?

Juan Jose Mallo: Very productive, it has been very good to review the business status with our team, and to visit some key customers in the region.

PF: Could you please tell me about your company, its founders, production and R&D facilities and the key persons?

Juan: The company was established on January 15, 1980 by Mr Enrique Pablos and his wife, Mrs Margarita Cortes. The

company belongs to the Pablos family. It is head quartered in Madrid, Spain. The CEO of the company is Mr Francisco Moral, the CEO of Norel NBPL India is Mrs Sonali Thota and the MD of Norel NBPL India is Mr Karan Singh, Head of Production is Mr Juan María Muñoz, Head of Product Development is Juan José Mallo, Head of R&D is Mrs Mónica Puyalto, and Head of Marketing is Mrs Judit Gimenez.



Mr O.P. Singh

“Norel is making major dynamic efforts to strengthen nutritional products portfolio for Asia, Middle East and Africa.”

PF: What is the specialty of your company and its products for quality maintenance, performance, science and technology?

Juan: Norel develops products with two objectives: On one hand, the additives are designed to achieve optimal animal production by maintaining excellent animal health, thus avoiding the use of antibiotics; On the other hand, Norel products are designed with an environmental focus, improving absorption of nutrients, use of feed, and in this way reducing emissions like methane or P.

PF: What kind of association / collaboration you have with Mr O. P. Singh, a very active entrepreneur in Indian poultry industry?

Juan: Mr O. P. Singh has been our partner for approximately 15 years. Norel is associated with him in India, and his vision for animal production globally is of great use to us.

PF: How are the supplies of your products presently in India? How is the feedback from the customers for satisfaction?

Juan: We keep a constant supply of several products dedicated to mineral nutrition, gastrointestinal health, mycotoxin binders and antioxidants. The feedback we get from the customers is always very positive, they realize that the quality of the goods is very important for us, as we produce with EU standards, and in this way, they know that their operations are safe.

PF: How is the progress in building up a new factory in India in joint venture? Tell me about the joint venture both of you have?

Juan: The factory is almost finished, and by having it here, we will be able to deliver goods faster to the market, without compromising the quality of the products, as the quality control of raw materials and finished products, as well as the production schemes, will be just as they are in Europe, US, and in all our factories.

PF: With regard to science, technology and product development, what are the new and innovative things you are introducing in the factory in India?

Juan: We are bringing here our latest developments regarding organic trace minerals, glycinates with high



Juan Jose Mallo, Chief Commercial Officer, Norel Worldwide

concentration, these OTM's are going to be a game changer in the industry.

PF: Apart from India, which are the regions the Indian operations will cover with supplies and services?

Juan: We will evaluate carefully where will we be more competitive from India, and always choose the best solution for our clients.

PF: What is the annual turnover of your company?

Juan: 120 million €.

Q: How many people are employed in the company?

Juan: 250.

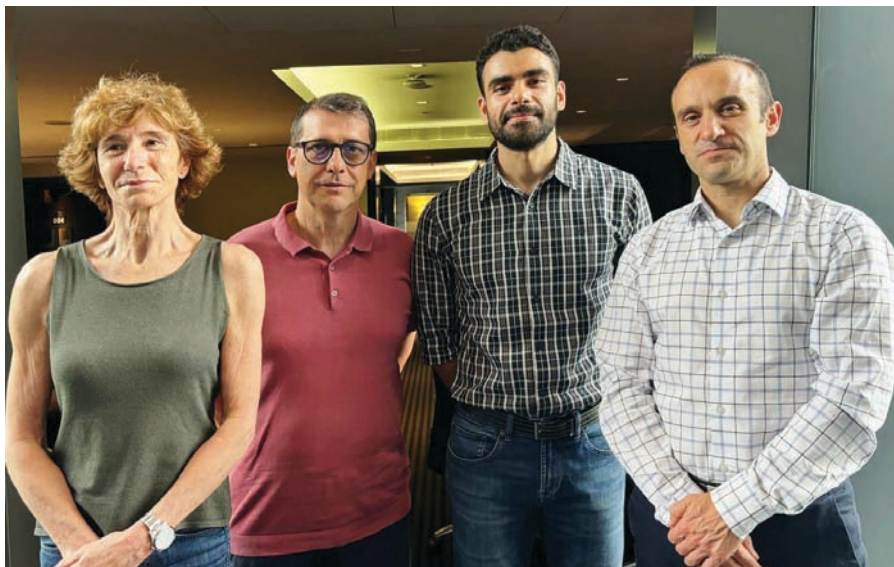
PF: What are your future plans and targets?

Juan: Norel wants to help the industry to develop a more natural animal production while keeping it economically viable. We want to be as close to the customers as possible, and offer to the industry solutions that will help us reduce our Carbon Foot print as well as to reduce the use of antibiotics and medicines.

PF: What is the most popular product you have for poultry?

Juan: As stated before, we are one of the biggest producers of butyrates. They are commercialized under the brand Gustor. With them we see a better animal performance, as well as a lower level of bacterial infections without using antibiotics. The Glymet range (glycinates) are also very important for the industry as they bring huge savings in the diets.

“We are one of the biggest producers of butyrates and medium chain fatty acids that focus on gastrointestinal health and work very well either in combination with antibiotics or as an alternative to them. Besides, we master the production of organic traceminerals with very concentrated products”



Norel Worldwide team visit Pune, India.

From Left: **Mrs Maria Pablos**, Board Member, HR Head; **Francisco Moral**, Chief Executive officer; **Karan Singh**, Managing Director, Norel NBPL India Pvt Ltd and **Jaun Jose Mallo**, Chief Commercial Officer, Norel Worldwide

Karan Singh, MD of NOREL NBPL India, is a part of the Global Branding Committee

Pune: A second generation animal health products entrepreneur, Mr Karan Singh is a science graduate, and has completed his Masters in International Business from the University of East London, London, UK. He has interned with animal health giants abroad and worked with Akzonobel, USA in their animal health division.

As Managing Director, Karan is presently heading commercial and marketing for both dairy and poultry business of NOREL NBPL India Private Limited, a Joint Venture with Norel S.A., Spain. His span of operation includes India, Bangladesh and Sri Lanka.

Norel has globally initiated a branding program to enhance the network of its customers on a larger scale through a systemic branding network. Mr Karan

"We are one of the biggest producers of butyrates. They are commercialized under the brand Gustor. With them we see a better animal performance, as well as a lower level of bacterial infections without using antibiotics. The Glymet range (glycinates) are also very important for the industry as they bring huge savings in the diets"



Singh is a part of the global branding committee.

Future prospects are to meet the growing demands in the Indian market with the creation of our new production facility. Also, look into neighbouring markets such as Middle East to cater requirements and opportunities, he stated.

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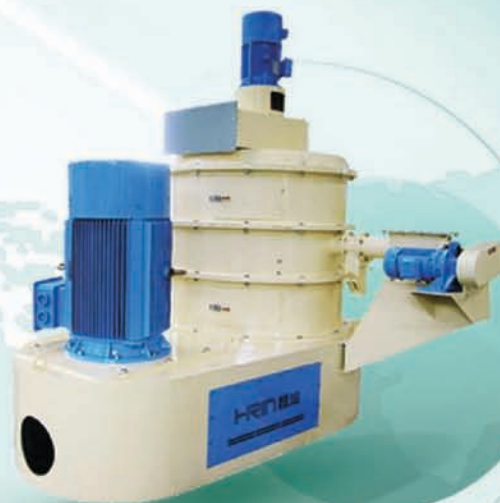
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Rising Consumer Demand for Economical Protein Sources is Driving the Poultry Industry's Growth as it is Poised for the Next Phase of Growth

Ricky Thaper, Treasurer, Poultry Federation of India | Email: ricky.thapero712@gmail.com



Rising Consumer Demand for Economical Protein Sources is Driving the Poultry Industry's Growth as it is Poised for the Next Phase of Growth - Ricky Thaper (www.rickythaper.com), Treasurer, Poultry Federation of India

India has the vast resources of livestock and poultry, which plays a vital role in improving the socio-economic conditions of rural masses. As per the 20th livestock census, there are about 303.76 million bovines (cattle, buffalo, mithun and yak), 74.26 million sheep, 148.88 million goats, 9.06 million pigs and about 851.81 million poultry. The Indian poultry sector has played a crucial role in meeting protein and nutritional needs of a vast section of the population. Currently while the production of agricultural crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum.

Poultry production in India valued at \$ 30 billion has taken a huge-leap in the last four decades, emerging from conventional farming practices to commercial production systems with state-of-the-art technological interventions. Currently the sector is estimated to employ more than 6 million people either directly or

indirectly. The small and medium size farm (5000 birds onwards) mostly engaged in contract farming systems under larger integrators or companies.

According to the ministry of fisheries, animal husbandry and dairying, the poultry sector grew 8% annually during 2006-7 to 2021-22. **The poultry meat output of 4.5 million tonne (MT), contributed to 51.4% of the total meat production of 9.3 MT in 2021-22.** A report titled 'vision 2047: Indian Poultry sector by Confederation of Indian Industry (CII) has stated that the growth in the poultry sector in the country has been attributed to the commercial poultry industry which accounts for 85% of production while the rest of 15% of the output comes from the traditional backyard poultry. India has transformed their poultry farming industry through major investments in breeding, hatching, rearing, and processing of chicken. India, as the third-largest producer of eggs (129.60 billion) and the fifth-largest producer of poultry meat (4.5 million tonnes) globally. As per the FAOSTAT, the USA has 17% share in global poultry meat production followed by China (12%), Brazil (11.7%), Russia (3.8%) and India (3.5%).

The government has been supporting the growth of the poultry sector through several initiatives like dedicated funds for setting up units, disease surveillance and providing support for ensuring supply of animal feed for the sector. Under the Animal Husbandry Infrastructure Development Fund was launched with a corpus of Rs. 15,000 crores in 2020, was recently extended for three years till 2025-26 under Infrastructure Development Fund (IDF) with an outlay of Rs. 29,610 crore. The centre government provides a 3 per cent interest subvention to the borrower and credit guarantees up to 25 percent of total borrowing. The interest subvention is for 8 years including two years of moratorium for loan up to 90% from the scheduled bank and National Cooperative Development Corporation (NCDC), NABARD and National Dairy Development Board.

There are more than 5000 odd project proposals have been received under the fund which aims at incentivize investments for Dairy processing and product diversification, Meat processing and product diversification, animal feed plant, breed multiplication farm, animal waste to wealth management (agri-

waste management) and veterinary vaccine and drug production facilities. Investment proposals for the modern poultry farms and feed plants have availed funds under this scheme.

The stakeholders including All India Poultry Breeders Association (AIPBA), Indian Dairy Association (IDA), Compound Livestock Feed Manufacturers' Associations (CLFMA), All India Livestock and Meat Exporters' Association (AILMEA), Poultry Federation of India (PFI) and others Associations have been suggested by Animal Husbandry Department to create awareness about the scheme.

The World Organisation for Animal Health (WOAH) has approved India's self-declaration of freedom from Highly Pathogenic Avian Influenza (HPAI) or referred to as bird flus in specific poultry compartments.

Compartmentalization is a crucial tool that enhances animal health, reduces the risk of disease outbreaks within and outside the compartment, and facilitates the trade of poultry and poultry-related products, according to an official statement. The Department of Animal Husbandry & Dairying, has submitted a self-declaration of freedom from High Pathogenicity Avian Influenza in 26 poultry compartments in four states - Maharashtra, Tamil Nadu, Uttar Pradesh, and Chhattisgarh to the WOAH. During the 2022-23, India exported poultry and poultry products worth \$ 134 million to 64 countries. The approval of this self-declaration is expected to boost Indian poultry in the global market. Under the National Livestock Mission's submission on Breed Development of Livestock & Poultry aims at bring sharp focus on entrepreneurship development and breed improvement in poultry, sheep, goat and piggery by providing the incentive to the eligible entities like Individuals, Farmers Producers Organizations, Farmers Cooperative Organizations, Joint Liability Groups, Self Help Groups, Section 8 companies for entrepreneurship development and also to the State Government.

Feed supply with rising demand remain a challenge for the sector:

There has been increasing diversion of maize towards industrial use and ethanol production. Due to limitation of diversion of sugarcane towards ethanol production and to meet rising demand from animal feed and biofuel manufacturing, the government is aiming to increase production of maize by 10% to 42 million tonne (MT) by 2025-26 from 38 MT in 2022-23 crop year (July-June) through initiating measures such as crop diversification, cluster development for ethanol plants and involving private sector in seed development.

About 60-65% of the output of maize is used as poultry and animal feed while 20% is used for industrial use. The current growth level of maize and soybean production in the country will be insufficient to meet the demand of the poultry industry.

The industry associations have urged the government to allow imports of GM maize and soybean because of 'unprecedented increase' in prices while adding that interest of the domestic producers should be protected too. Several south Asian countries including Bangladesh, Nepal and Sri Lanka have allowed imports of GM soymeal.

In August, 2021, the government had relaxed import rules to allow the first shipment of 1.2 MT (million tonne) of Genetically Modified soymeal to support the domestic poultry industry after a record spike in feed prices.

Poultry protein promotion: a collaborative effort

Chicken meat and eggs are perceived as healthier alternatives to red meat, driving up demand. Poultry products are often more affordable than other protein sources, making them accessible to a broader segment of the population. In the post Covid19 pandemic phase also because of demand for the protein rich food like poultry meat and eggs have increased sharply. The growing awareness regarding health and wellness is further driving the demand for a protein-rich diet.

To promote poultry meat as key driver of increasing protein intake,

he Poultry Federation of India recently organised the press meet at Press Club of India, New Delhi, on Poultry Protein jointly with the United Soybean Board, USA Poultry & Egg Export Council, and the World Veterinary Poultry Association. The objective of this meeting was to pitch for promotion of chicken and eggs as the premier source of protein for consumers. Additionally, various other associations including CLFMA of India, NECC, All India Poultry Breeders Association, IPEMA, Vets in Poultry, INFAH, North India Broiler Producers Association, Karnataka Poultry Farmers & Breeders Association, Andhra Pradesh Poultry Federation, Telangana Poultry Federation, Poultry Breeders Association-Telangana, Poultry Farmers' and Breeders' Association-Maharashtra, Broiler Breeders Association-North, Central Haryana are a Poultry Farmers Association, West Bengal Poultry Federation, along with other regional and state-level associations, are collaborating towards promote chicken and eggs within their respective regions.

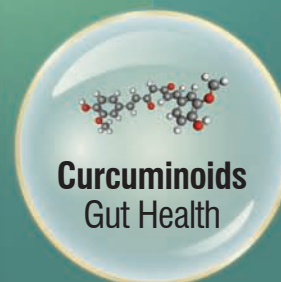
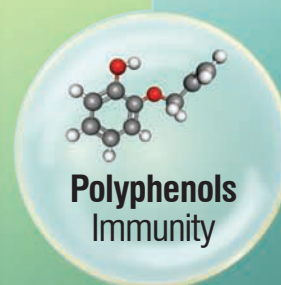
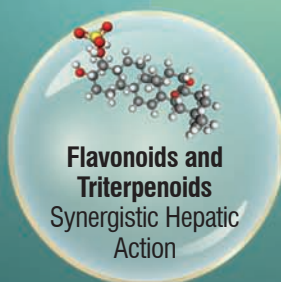
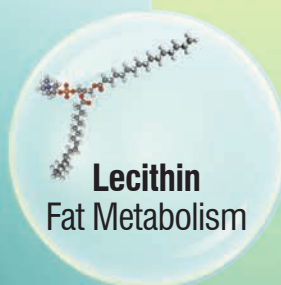
A major chunk of the country's population eats non-vegetarian food. The poultry meat and eggs remain one of the healthy and economical sources of protein. Post Covid-19, several consumers have added poultry meat and eggs to their diets. **There are several companies willing to invest in the Indian poultry sector which is witnessing a steady growth rate over the decades.** The government must take proactive measures to improve feed supplies so the growth and value-addition of agriculture and allied sectors such as poultry, dairy and shrimp farming is sustained. As 100% Foreign Direct Investment is permitted through automatic route in the food processing sector including poultry sector, there is a huge opportunity for upgrading infrastructure, breeding, medication, feed production, vertical integration and processing and there are several multi-national companies that have envisaged plans to invest in the Indian poultry sector.

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Poultry Production Trends in Telangana state of India

Vijay Kumar, Rajkumar U and S V Rama Rao

ICAR-Directorate of Poultry Research,
Rajendranagar, Hyderabad

Telangana, the 29th state of India is located in central part of the country in Deccan Plateau with hot climate. The state is the home of 3.91 crore people (2.89% of India) with agriculture as the main occupation. The majority of the population is non-vegetarian and chicken meat is the major meat consumed in the state in addition to mutton and beef to some extent. Telangana is one of the leading states in the commercial poultry farming both in egg and broiler meat production. The state had 80 million poultry population of which, 17.54 million are from backyard and 62.46 million are from commercial poultry populations in 2019. The poultry population represents about 9.4 % of total population of the country which ranks 3rd in commercial poultry and 7th in backyard poultry sectors. The state produces 17.6 billion eggs annually, accounting for 12.77% of national egg production, and ranked 3rd in the country. The state produces about 4.82 lakh tonnes of chicken meat (9.65% of India) with 6th position in total chicken meat production in the country. On average, daily 4.84 crore eggs and 1320.1 tone of chicken meat are produced in the state by slaughter of 9.5 lakh broiler chicken. The per capita availability of eggs in the state was 466 eggs in 2022-23, above the national average of 101 eggs which was the second highest in the country after Andhra Pradesh (526 eggs). The per capita availability of meat was 28.51 kg in Telangana which was the highest in the country and also much higher than the country's average of 7.1 kg. Livestock contributes 8.7% (1.04 lakh Crore) to the Gross State

Domestic Product and formed 47.69 % of the Agriculture sector in 2022-2023 in which poultry sector contributes immensely (13.7% poultry meat and 6.8% eggs 2019-20). About 10.06 lakh farmers are engaged in backyard poultry farming and 1,839 Poultry and Egg Production companies are involved in commercial poultry production in the state. In the present study trends of poultry production in Telangana state are analyzed using data available in public domain.

Poultry population

State comprises 9.76 % of chicken population and 14.38% quail's population of the country along with other poultry species. Commercial poultry population is about 3.6 times higher than the backyard poultry population in the state. Quails farming getting popular in the state and about 19% of commercial quails are reared in the state. Duck, turkey and other poultry species are not very popular though present in few numbers. The details poultry populations are given in Table 1.

- ▶ There is an urgent need to find new market opportunities and improve local consumption to sustain the layer industry in Telangana. Investment in infrastructure for processing and brand establishment and exploring export potential is the need of the situation.
- ▶ During 2016-23, backyard poultry population was reduced by 48.7 and egg production was decreased by 48.8% so the productivity of the birds remained same, however, the commercial layer population was increased by 76.1% and egg production was increased by 55.8% only.
- ▶ During 2015-23, chicken meat production in the state increased by 84% in comparison to country's improvement was 53% during the same period. The share of chicken meat in total meat decreased by 3.73% in the state, whereas 4.64% increment was recorded in national level during the same period.
- ▶ During 2014-21 years value of output from poultry meat and egg was increased by 2.7 and 2.5 times, respectively in the state.

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Table 1. Poultry population in Telangana and India (million) based on 2019 Livestock Census

Poultry	State and Country	Chicken			Duck	Turkey	Quails	Other	All poultry
		Desi	Improved	Total					
Backyard	Telangana	15.32	2.07	17.39	0.05	0.01	0.05	0.05	17.54
	India	227.59	53.22	280.81	32.50	0.42	1.93	1.40	317.07
	Telangana Share (%)	6.73	3.89	6.19	0.16	2.84	2.45	3.31	5.53
Commercial	Telangana	14.06	47.40	61.46	0.00	0.00	0.93	0.06	62.46
	India	64.85	462.23	527.08	1.01	0.02	4.89	1.73	534.74
	Telangana Share (%)	21.68	10.25	11.66	0.11	1.83	19.09	3.75	11.68
Total	Telangana	29.37	49.47	78.84	0.05	0.01	0.98	0.11	80.00
	India	292.44	515.45	807.89	33.51	0.45	6.82	3.14	851.81
	Telangana Share (%)	10.04	9.60	9.76	0.16	2.78	14.38	3.55	9.39

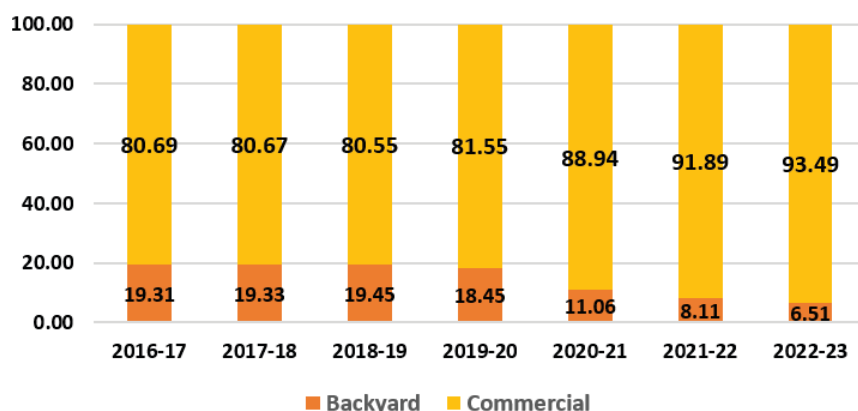
Egg production

Telangana is one of the major egg production states in the country. There was significant increase (49.7%) in egg production from 11.21 to 17.67 billion during 2015-16 to 2022-23 (Fig 1). Egg consumption has also increased during the period by 50%. The layer industry is struggling due to stagnant local consumption and reduced demand from the consumption states. There has been significant growth during the recent past in egg production due to government intervention and private sectors investment. During the same period egg production grew by 66.9% in India with higher annual growth rate ranging from 5.66 to 10.19% in different years. About 45-50 % eggs produced in the state goes to other states, mainly Maharashtra, Madhya Pradesh, Bihar, West Bengal, Uttar Pradesh and North Eastern states (consumption states). In the recent years most of the states are promoting poultry farming leading to higher production in the consumption states and thus reduced the market avenues and

opportunities for the production states including Telangana. There is urgent need to find new market channels and improve the local consumption of eggs to sustain the layer industry in the state. Investment

During the period of 2016-23, there was 12.8% increase in the commercial layer population, and backyard layer population decreased. In 2016-17 backyard population was 8.91 million which dropped to 4.57 million in 2022-23, showing there was a 48.7% reduction in the backyard layer population. The reduction in backyard farming could be due to the reduction of arable land and conversion to urban housing. Similarly, during the same period, egg production from backyard poultry decreased by 48.8% (0.71 billion to 0.366 billion). This indicates productivity of the birds was almost the same but the preference of farmers changed or they decreased the flock size or completely stopped poultry farming. On the other hand, the commercial layer population

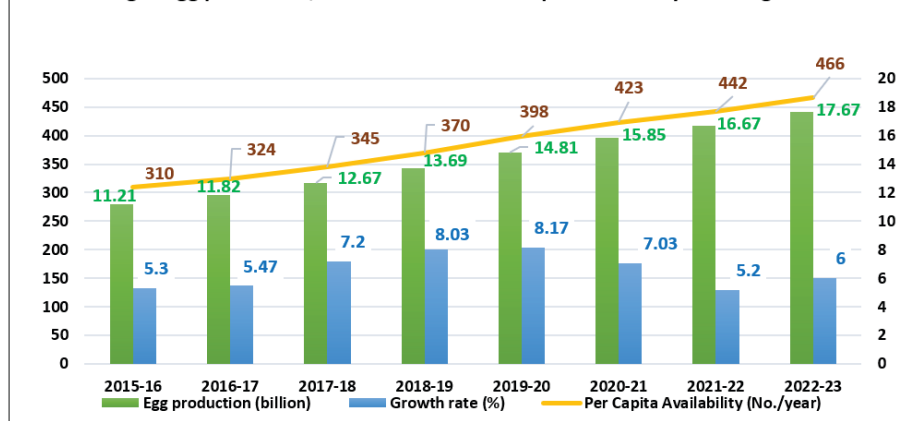
Fig 2. Percentage of backyard and commercial layer chicken population in Telangana



in infrastructure for processing and exploring the export potential of eggs is the need of the hour, and should be given priority by the Govt and poultry industry.

was increased by 76.1%, and egg production was increased by 55.8% only. It indicated productivity of the commercial layer farm decreased during the period. It may be due to COVID impact, higher price of major feed ingredient, deficiency of major feed ingredients, higher cost of production and lack of sufficient market.

Fig 1. Egg production, Growth rate and Per capita availability in Telangana



Meat production

During the period of 2015-23, chicken meat production in the state increased from 2.62 to 4.82 lakh tonnes indicating a significant growth of 84% whereas 53% growth was recorded in the country. Per capita meat availability in Telangana is 28.5 kg which is the highest in the country and it is almost 4 times higher

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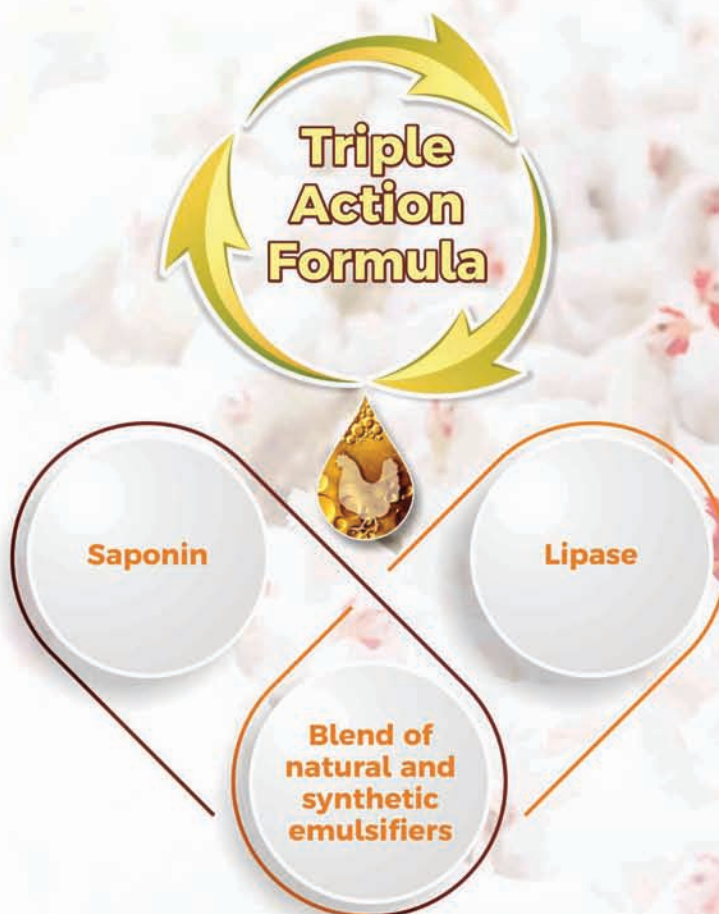


Fig 3. Percentage share of Backyard and Commercial egg production in Telangana

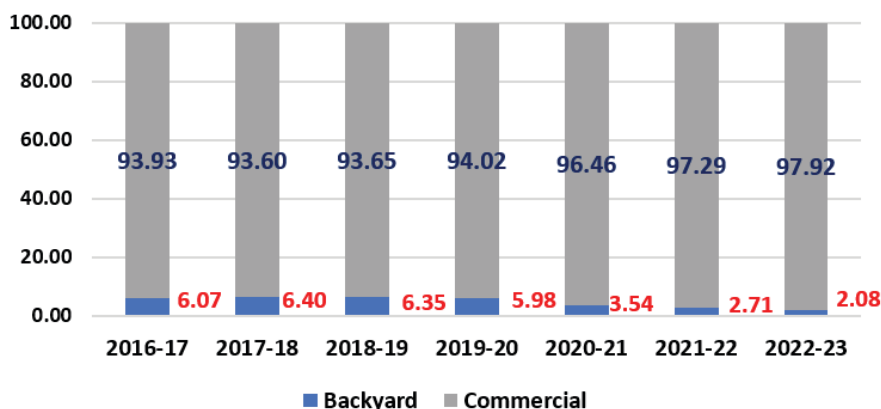


Fig 4. Telangana share in total and chicken meat production of the country

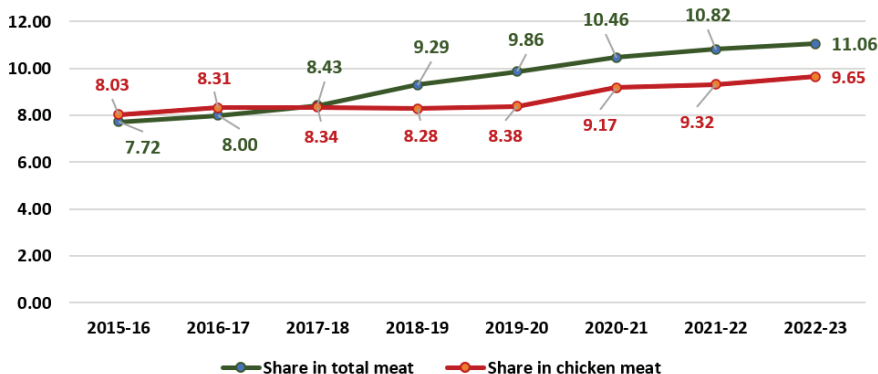
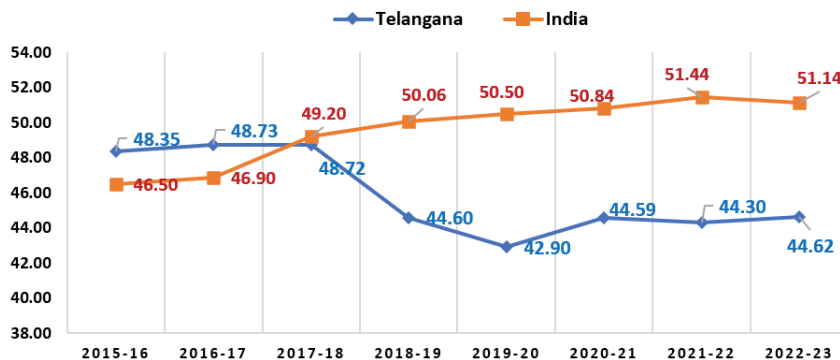


Fig 5. Contribution of chicken in total meat (%)



than the national average (7.1 kg). Share of all types of meat including poultry was gradually increasing from 7.7 to 11.06% whereas chicken meat share was increasing at very slow rate. During the period, the share of Telangana's total meat contribution in the country increased by 3.03% whereas chicken meat contribution increased by 1.93%. It shows other meat species also play an important role in the meat production in the state especially sheep and buffalo. In 2022-23 sheep, buffalo, and goat

contributed about 33, 14 and 8% in Telangana meat production. The share of chicken meat in total meat consumption decreased by 3.73% in the state, there was 4.64% increment was recorded at the national level during the same period. It may be due to the high growth in the poultry population compared to other meat animals in the country.

Poultry Economics of the State

Livestock play an important role in the economy of the state. It contributes more than 40% to Agricultural GDP and about 8-9% to State GDP. A major contributor in the poultry sector is poultry meat. During 6 years value of output from poultry meat and egg increased by 2.7 times and 2.5 times, respectively in the state. About 10 lakh backyard poultry farmers are rearing different types of birds in the state. South India is considered as the hub of poultry industry in the country and about 1900 companies are registered and engaged in poultry and egg production activity along with thousands of other stakeholders.

Poultry production is an important sector in the state but there is a need to assess the current situation concerning the market strategies. To make sustainable growth in the sector local consumption has to be increased along with exploring the supplies to other states. Supply of poultry produce in other state and other countries should be explored for sustainable market avenues at competitive price. The poultry farmers should focus on exports of both egg and meat to broaden the market qualitatively as well as competitively. Establishment and building of poultry brands with quality assurance and value addition should be focused for the sustainable growth of poultry farming in the state. The issue of compartmentalization and other related issue like traceability and anti-microbial should be given priority to enable the export of poultry produce. Telangana state has great potential in poultry production and all the stakeholders should come together to address the challenges and move forward to become the number one state in all sectors of poultry production in the country.

Fig 7. Gross value output of poultry sector in Telangana (Rs Crore)





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Indian Animal Health Industry -The National Treasure – less explored



Dr D.K. Dey

Executive Director, Immeureka Animal Health Pvt Ltd.

Email: dr.dkdey@gmail.com

INTRODUCTION

John Sculley - the famed entrepreneur and high-tech startup investor, once said, “No great marketing decisions have ever been made on qualitative data.”

Yes, we are discussing good and tangible QUANTITATIVE data for our industry. The data should be beyond imaginative or interaction-based numbers. Data will be based on robust logic, market research, and sector specific.

Indian Animal Health Industry is undoubtedly a hot spot – amongst the top 3 in all the Livestock /Poultry and Aqua sectors. This business is not only growing by volume. We are growing by value, geographic expansion, and innovations.

No wonder this ‘investor-friendly sector’ can attract investment for organic and inorganic growth of the organization – be it Capacity building in manufacturing, investment in R&D, invest in launch of new products, expansion in new species segment, acquiring a portfolio or brand -- --

Credible data helps us.

Sadly, the lack of credible data makes us defensive. At times we depend on data generated from sources from overseas market research groups.

So

Time to create an innovative database of our own.

Time to have a robust quantitative and logical database for the sector we serve.

Happy to hear from each one of you!

PURPOSE

To develop a credible, India specific animal health industry data base by reaching out to organized and unorganized sector. There are roughly 350 Animal Health Companies in India including Multinational and Indian Companies.

Sample Data:

Species	(in million)	Average annual spending on vaccine (Rs)	Average annual spending in health care/Feed additives (Rs)	Vaccine spending in Rs Crore	Healthcare spending in Rs Crore	TOTAL (₹ in CR)
Cross Breed Female	26.22		1500		3933	
Other Female Cattle	46.73		500		2337	
Total Adult Female Cattle	72.95					
Other Cattle	126.13					
Total Cattle	199.08	35		697	6270	6966
Adult Female Buffalo	54.47		1500		8171	
Other Buffalo	50.87		500		2544	
Total Buffalo	105.34	35		369	10714	11083
Sheep	71.56	10	50	72	358	
Goat	140.54	10	50	141	703	
Sheep & Goat				212	1061	1273
TOTAL RUMINANT				1278	18044	19322
Broiler	4800	1	6.8	480	3264	3744
Layer	280	20	48	560	1344	1904
Breeder	32	60	685	192	2192	2384
TOTAL POULTRY						8032
AQUA						1250
COMPANION ANIMALS						600
OTHERS						200
TOTAL AH						29404



Augmenting strengths Augmenting trust



The remarkable specialization of Ayurvet blended with the unique capabilities of Zenex Animal Health, stands testimony to our staunch commitment to live up to the responsibility bestowed upon us through the decades of your unwavering trust.

In our journey of '**Exciting Future**', we continue to consolidate our strengths and your trust upon us.



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Although Animal Health Companies are based in urban area but our market lies primarily in rural area, its field force, distribution channel caters vastly to rural and urban area. Hence, we felt that instead of just a retail-oriented market survey a new approach based on animal population and its consumption of vaccine, medicines and nutraceuticals will be more practical and realistic.

KEY FEATURES AND USPs

- Extensive consumption-based market research
- Species segment specific
- Product segment specific
- Retail audit
- Client specific questionnaire
- Professionally trained interviewer
- Data integrity
- Confidentiality
- Periodic update
- Software based.
- Precision
- Periodic – initially biannual, from year 2 – quarterly
- Customization – Regional / Product specific

Given the above background we can say that Indian Animal Health segment is huge (INR 30,000 Crore) – much more than a conservative estimate of INR 10,000 crore. Unfortunately for many decades this industry remained under pharma dominated companies. Consolidation of pharma sector in international level saw many mergers and acquisitions in Animal Health business (worldwide) and lead to emergence of many National /Regional players in India. However, we need to acknowledge the fact that Indian Pharma sector has acquired the status of “Pharmacy of world” due its investment in R&D, Manufacturing and improvement of Regulatory standards – however our own AH segment is lagging far behind from pharma sector.

The segmental attractiveness as narrated below opens up scope for future investment in R&D, Manufacturing of APIs /Bulk drugs / Superior formulation in India. Through this article I want to urge upon investors / policy makers that let us not undermine this segment, we need more than what has been done so far. Leveraging the AHIDF or similar schemes we need to invest in API manufacturing, invest in process improvement of bulk drug manufacturing so that we can compete Chinese manufacturers. Such investments in R&D, Manufacturing of vaccines, APIs, formulation can be done keeping any

eye in Global Animal Health market (currently at 62.40 billion USD).

SEGMENTAL ATTRACTIVENESS:

SEGMENT	SPECIES	ATTRACTIVENESS
THERAPEUTICS	All	Poor – AMR concerns /No new molecule
BIOLOGICALS	Ruminants	High
BIOLOGICALS	Poultry	Very High (Technology oriented)
FEED ADDITIVES /PREMIX	Poultry	Moderate to high – Volatile/import (API,Vitamins) dependent.
FOOD/GROOMING/BIOLOGICALS	Companion Animals	Very High
FEED/NEUTRACEUTICALS/IMMUNOSTIMULANTS	Aqua	Moderate / High

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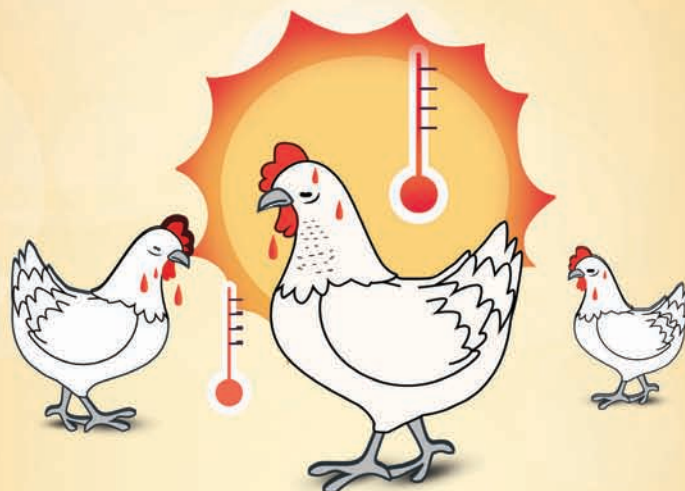
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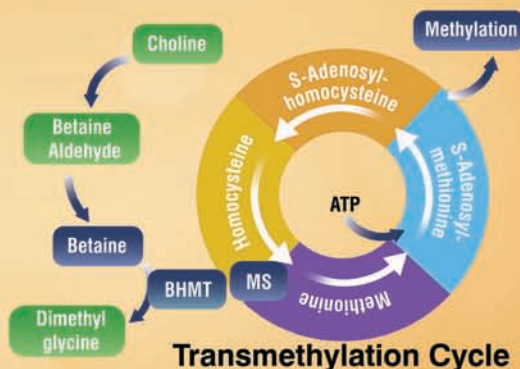
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Why Poultry Litter Management is essential?

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

ICAR – Directorate of Poultry Research,
Rajendranagar, Hyderabad.
Email: rkmpatra@gmail.com

The India poultry market has experienced significant growth in recent years, with its size reaching a value of USD 30.46 billion in 2023. This growth can be attributed to various factors such as increasing protein consumption, rising disposable incomes, and the growing popularity of poultry products among consumers due to its affordability. One of the major issues the poultry industry is currently facing is the accumulation of large amount of wastes, especially manure and litter as the industry is growing fast because of its acceptance by most societies and its relatively low cholesterol content. The wide acceptance of eggs and chicken in the society is due to its affordability. It is estimated that a broiler poultry bird in production cycle of about 6 weeks would generate approximately 1.5 to 5.7 kg and a layer bird in a production cycle of one year generate about 20 kg manure waste.

Problems being faced due to poultry wastes

Poultry production is indirectly associated with the greenhouse gas nitrous oxide because of the sector's high concentrate-feed requirements and the related emissions from arable land due to the use of nitrogen fertilizer. FAO-IFA (2001) reported a 1 percent N₂O-N (nitrogen in nitrous oxide) loss rate from nitrogen mineral fertilizer applied to arable land. By applying this loss rate to the total nitrogen fertilizer attributed to the poultry sector, estimated that nitrous oxide emissions from poultry feed related fertilizer to be 0.07 million tonnes of N₂O-N per year.

Overall, intensive poultry production (indirectly and directly) contributes an estimated 3 percent of the total anthropogenic greenhouse gas. This estimate, however, does not include emissions from land use and land-use change associated with feed production or emissions related to transport of feed. Poultry production in intensive systems and its impacts on the environment has shown that the issues associated with poultry production, as environmental impacts related to backyard or mixed extensive systems are marginal because of the limited concentration of wastes and reliance on locally available sources of feed, such as food residues, crop residues or feed collected by free-ranging birds. Poultry production is associated with a variety of pollutants, including oxygen-demanding substances, ammonia, solids, nutrients (specifically nitrogen

and phosphorus), pathogens, trace elements, antibiotics, pesticides, hormones, odour and other airborne emissions. These pollutants have been shown to produce impacts across multiple media.

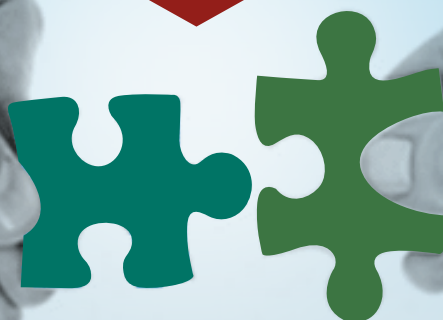
Management of poultry wastes and possible solution

The amount of manure produced depends on the number of birds reared plus the rate of waste production. Anaerobic decomposition depends on the type of manure storage. The majority of poultry production systems handle manure as a solid, and the manure thereby tends to decompose under aerobic conditions generating less methane than would be generated under anaerobic conditions. Appearance and aesthetics are major factors in the general public's perception. Manure by-products have the potential for being recycled on agricultural land. Beneficial use

- ▶ Poultry litter is very rich in Nitrogen. If not utilized properly then it may destroy the crop.
- ▶ Poultry wastes pollute the environment and underground water resources by percolating down and mixing with water.
- ▶ Poultry litter releases nitrous oxide and ammonia which may create health issues in human beings.
- ▶ Proper treatment of poultry waste is to convert the litter / waste into vermin compost which helps in increasing the fertility of the soil.



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through land application is based on their ability to favourably alter soil properties, such as plant nutrient availability, soil reaction (pH), organic matter content, cation exchange capacity and water holding capacity. Poultry waste contains all essential nutrients including micronutrients and it has been well documented that it provides a valuable source of plant nutrients especially for organic growers. Addition of poultry manure to soils not only helps to overcome the disposal problems but also enhances the physical, chemical and biological fertility of soils. For example, continuous cultivation of arable soils often

results in the deterioration of soil structure leading to reduced crop yield. Addition of poultry manure has been shown to improve the fertility of the cultivated soil by increasing the organic matter content, water holding capacity, oxygen diffusion rate and the aggregate stability of the soils. Optimum use of manure by-products requires knowledge of their composition not only in relation to beneficial uses but also to environmental implications.

There is also no conscious effort made to clearly understand the utilization and management technique of poultry waste for agriculture, problems associated

with its acquisition, handling, seasonal variations, 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. Understanding the drivers of poultry waste management and utilization techniques especially as it affects crop yield and revenue generation among farmers, could pave ways for improving poultry waste activities for agriculture and consequently increase income, food security and poverty reduction.

TURN WASTE INTO PROFIT: ADDRESSING UNDIGESTED FEED CHALLENGE IN POULTRY



Dr. Chandan Chatterjee
Marketing Manager
Natural Remedies Pvt Ltd



Dr. Trupti Wanjari
Product Manager
Natural Remedies Pvt Ltd

TURN WASTE INTO PROFIT: ADDRESSING UNDIGESTED FEED CHALLENGE IN POULTRY

The efficient conversion of feed into its necessary components for optimal absorption of nutrients is crucial, both for the production and welfare of poultry birds. Modern breeds with rapid growth rates, high egg production and

feed efficiency through impressive genetic improvement are frequently associated with digestive problems including passage of undigested feed with impaired gut health function. Passage of nutrients into the faeces is caused by insufficient digestion and intestinal absorption. This significantly impacts weight gain, FCR, flock uniformity and egg production that ultimately leads to a severe

economic loss.

Factors affecting undigested feed passage-

1. Dietary factors - Limited access to necessary nutritional raw materials leads to usage of alternative ingredients. Feeding the birds ingredients with high content of non-starch polysaccharides (NSP) causes excess wet droppings

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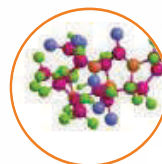
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and undigested feed. Digesta containing high levels of NSP allows an ideal environment for pathogenic bacteria like *Clostridium perfringens*. Excessive salt intake can occur due to errors in feed mixing, particularly when the salt level in fishmeal and drinking water is not considered. This can lead to the excretion of excess water through faeces along with undigested feed.

2. **Dysbacteriosis**- It is a sudden shift in the intestinal microbiota, affecting both the number of bacteria and the composition of the flora. Secondary bacterial infections, Necrotic Enteritis, viral infections, clinical and sub-clinical coccidiosis, Ascarids, Cestodes etc contribute to this imbalance in the gut microbial population. These secondary infections can damage the intestinal lining, cause gut irritation, and lead to imperfect feed passage.
3. **Quality of feed & water**- Poor grain quality with Mold growth is a primary contaminant source for mycotoxins, which affect the functioning of digestive system and hinders proper digestion of feed. Anti-nutritional factors like gizzerozine, biogenic amines, tannins, trypsin inhibitors and rancid fat further worsen the process of feed grinding by causing gizzard erosions, sloughing of intestinal epithelia, enteritis, etc. Whenever rapid feed passage becomes prevalent, both the quality of feed and drinking water should be scrutinized. Poor-quality water containing high levels of total dissolved solids (TDS), minerals, and pH can irritate the gut and impair nutrient absorption, ultimately contributing to rapid feed passage.
4. **Management practices**- Poor management practices such as faulty acidification, disinfection, sanitization, litter management, and high levels of ammonia can promote the proliferation of intestinal bacteria, rendering animals more susceptible to dysbacteriosis. Environmental

stress conditions should not be overlooked as a potential cause of wet and poorly formed faeces. High temperatures and humidity in the broiler house can increase water consumption and the moisture content of droppings. If management is improper, heat stress results in reduced feed intake, lower digestibility, and the passage of undigested feed.

Factors associated with feed passage in commercial poultry can negatively impact gut health and production performance. Feed passage primarily occurs due to erosions on the gut tissues that impair its functioning or due to imbalance in the intestinal flora. The most effective way to address this issue is to evaluate basic management practices that are crucial for prevention. Regular use of Phytogenic functional additives is essential for maintaining optimal well-being of birds. These plant-based additives contain a variety of bioactive compounds that optimizes the Peristaltic movement of the gut; helps to restore or maintain the gut integrity and balance the Intestinal microbiota. Phytogenic additives maintain the gut integrity by creating a protective layer over the intestinal mucosa and by augmenting the tight junctions. Supplementation of phytogenic additives is also known to produce a shift in the caecal

microbiota conducive for the gut health and better performance. The use of Phytogenic additives is a promising strategy to improve efficiency of feed utilization and minimize undigested feed in the droppings which will finally reduce the cost of production and add to end profits over the balance sheets.

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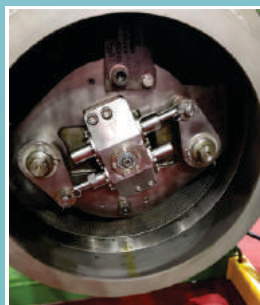


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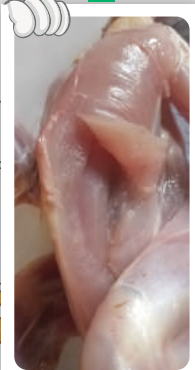
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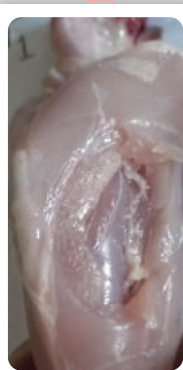
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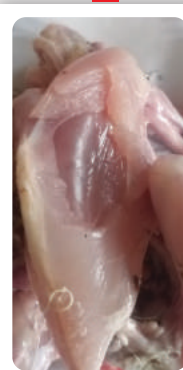
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