

# Poultry Fortune

Estd. 1991

• Production • Nutrition • Management • Marketing

May 2024

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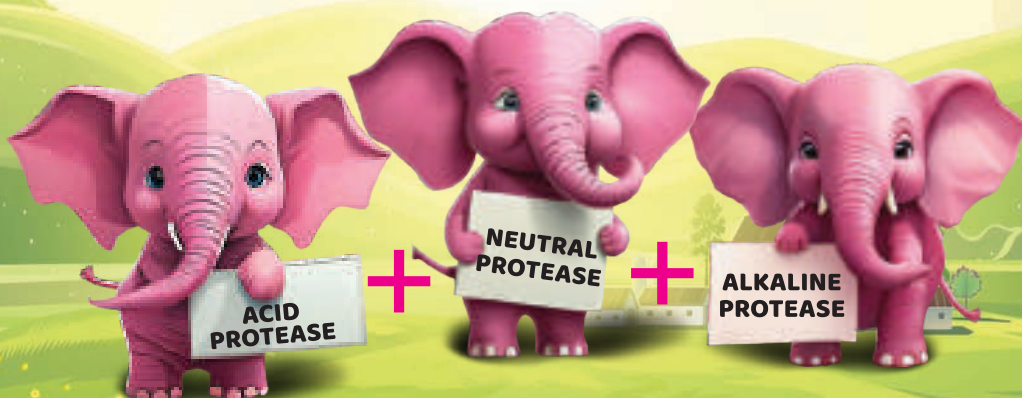
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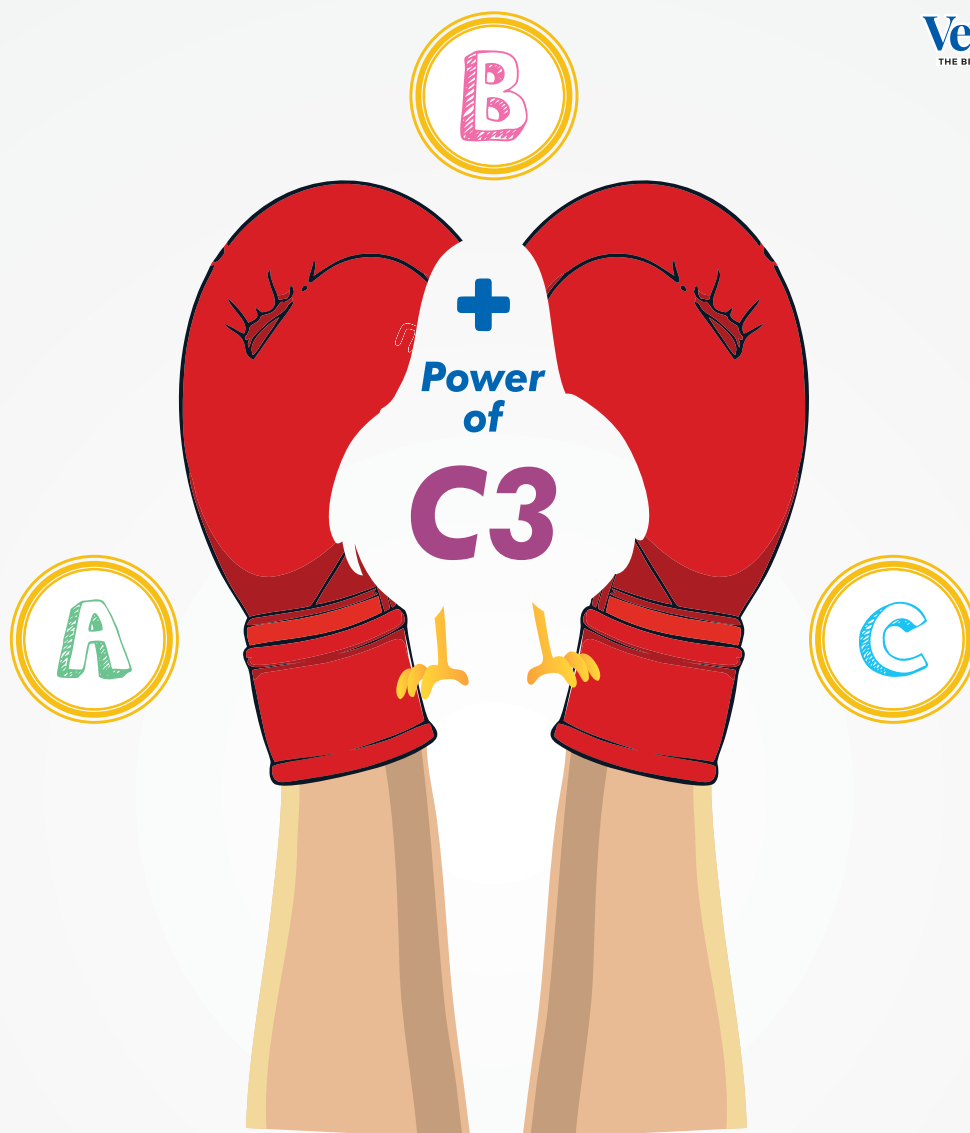
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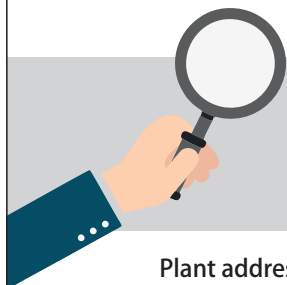
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# Instead of expansion, farmers and integrators are improving their efficiency and consolidating their business operations

*With the rise in demand for high quality poultry feed, poultry farmers and feed manufactures are always on a lookout for poultry health and growth promoters. Zinc is an important micro element in poultry nutrition. Zinc is vital for proliferation of cells and their differentiation.*



Dear Readers,

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

**I happened to meet and discuss** with different stalwarts and most senior professionals in

poultry industry recently. I noted progressive changes and trends in the industry. Instead of expansion, farmers and integrators are improving their efficiency and consolidating their business operations. *Big changes have come in Nutritional profile and the producers in poultry sector are now focusing much on nutrition. Experienced farmers are not willing to go for expansion, its only a few new entrants that are going for expansion.*

*First thing is that there is silent change in optimization of feed formulation; second one is phase feeding in layers and third thing is usage of multiple ingredients instead of depending on Soyabean and Corn. If quality fish meal is available, it is acceptable depending on the source of fishmeal supply.*

*As 70% of production cost in poultry farming is on feed and nutritional products, farmers started working hard to analyze costing aspects and have gained knowledge of nutrition and formulations to bring down cost of production without compromising on protein and the quality. Now, Sunflower cake, DDGS etc occupied importance in feed formulations. Broiler segment of the industry is stable now with Soya prices have come down drastically from Rs 78 to Rs 40.*

*Earlier, layer farmers used to cull the birds at 72 to 80 weeks age, whereas now the producers are*

*waiting till 100 weeks age and the bird is gaining benefit of production cost. This established practice in Europe and US has become effective in India also. All the breeding companies are advocating 100 weeks farming in layers.*

*Replying to a question on supply and usage of antibiotics as growth promoters, the professionals stated that there is no chance for it, and our industry is more disciplined and everyone follows regulatory standards and guidelines.*

.....

**Hipra** is spending 10 percent of its annual turnover on R&D and regulatory affairs, and the company has released 21 new vaccines in the past 10 years, said Mr Shyam Vane, Business Manager, Hipra India Pvt. Ltd. Hipra India organized a seminar which was attended by breeders, Veterinarians, farmers and distributors in Hyderabad on 19 April 2024. The research based vaccines producer Hipra completed 51 years of its establishment headquartered at Spain, Europe.

**Canafa & CBS Bio Platforms** in a ground breaking series of events that promise to transform the poultry nutrition landscape, Canafa, in collaboration with CBS Bio Platforms, a leader in enzymes and other bio-based feed platforms, conducted a series of educational and networking programs across the Indian subcontinent in Karnal, Chandigarh and Hyderabad recently, showcasing ground breaking product technologies in the field of agricultural biotechnology. This initiative marks a significant milestone since Canafa, a key channel partner for CBS since 2020, enhanced its outreach with a dedicated sales team.

**Boom – Ox Unveiled** Brightwell Aquatech LLP, owned by Mr Balasaheb Jadhav, a Pune based

*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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startup promoted by Dr Santosh Ire, has recently introduced a patented groundbreaking solution for water treatment challenges. This marks a significant milestone in the quest for sustainable and accessible clean water solutions. Boom-Ox was the only Indian start-up to be selected for a presentation at Health & Nutrition Start Up Pitching 2024 organized at VICTAM Asia, on 14 March at Bangkok. This was indeed a proud moment for us.

**Alltech Agri-Food** Data collected from 13 annual global feed survey estimates world feed production remains steady, with a slight decrease of 0.2% to 1.29 billion metric tons. Lower demand attributed in part to more efficient use of feed; poultry feed shows most significant growth.

**National Egg Co-ordination Committee**, known as NECC, conducted election for its 28 Zones in India and new committees were elected for 2024 – 2029.

**The U.S. Soy Sustainability Assurance Protocol (SSAP)** has released *The Positive Momentum of Sustainable U.S. Soy*, a comprehensive sustainability report on the 10-year history and growth of international U.S. Soy shipments verified by the SSAP. The SSAP is a tool that aggregates sustainability and conservation principles to verify sustainable soy production on U.S. soybean farms. It was created in 2014 to provide credible information and assurance to U.S. Soy customers that the soy they purchase is sustainably produced.

**Animal Nutrition & Health (ANH)** is a business unit within DSM - Firmenich, a globally recognized leader in the field of animal nutrition and health products with the most complete ingredients portfolio ideally positioned to support a growing population through more sustainable animal farming. Headquartered in Switzerland, last year ANH delivered more than €3 billion in revenues with approximately 6,000 employees. It helps its customers to deliver healthy animal proteins efficiently and sustainably whilst harnessing the power of data to make animal farming practices more sustainable, productive, and transparent. The business has a unique premix network across the world that helps deliver global products with local solutions and benefits from precision services capability.

**Mr Ivo Lansbergen, President, ANH, DSM - Firmenich**, said that their ambition is to work at the forefront of science and technology by pioneering new, more sustainable and efficient ways to improve animal nutrition and health. They are proud of their leading global network of scientists and engineers with a rich history of ground-breaking innovations. DSM started with the first synthesis of vitamins in 1934 and have ever since continued to deliver nutritional and health innovation to the market. These include feed and gut-health enzymes, mycotoxin deactivators and alternative solutions like algae-based omega-3 fatty acids and soon-to-come fermentation-based proteins.

**Nutreco, a global leader in animal and aqua nutrition** has two divisions – Trouw Nutrition which is in animal nutrition offering feed specialties, feed additives, premixes and smart blends for poultry, dairy & aquaculture and Skretting, the global aqua feed and nutrition leaders. The company said that they have both organic and inorganic growth plans for expansion of our footprints in South Asia. The company would like to explore options to make inroads into the B2F segment of layer and dairy market that presents huge market potential. Simultaneously, being closer to customers in growth

geographies and high potential areas will remain a priority.

**In the Articles section, Integrated Farming Models in Backyard Poultry Production**, authored by Vijay Kumar, R K Mahapatra and S.V Rama Rao discussed backyard poultry farming plays an important role in Indian economy in terms of income, employment and livelihood generation, food and nutritional security, women empowerment of the rural and tribal population and increasing soil fertility. Backyard poultry is a low or no input activity primarily depending on scavenging on the natural feed base with minimum supplementary feeding, low cost night shelter and moderate health care practices.

Another Article, **Nano Zinc Prospects for Poultry Industry and zinc in poultry**, authored by Dr Rajesh Reddy said that with the rise in demand for high quality poultry feed, poultry farmers and feed manufacturers are always on a lookout for poultry health and growth promoters. Zinc is an important micro element in poultry nutrition. Zinc is vital for proliferation of cells and their differentiation. The importance of zinc in nutritional biology was first reported by Raulin (1869), when he observed that zinc was required for growth of *Aspergillus Niger*. The enzyme carbonic anhydrase was identified and purified in 1940.

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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“ We need to maintain standards at all levels. Production standards of birds should be achieved as per manual. There is shortage of skilled man power in poultry industry and currently productivity in the industry is not as per standard. Please train the personnel at all levels in poultry production and management

**K. G. Anand, GM, VHPL** in a conference recently at Kolkata



“ While feeding the birds in poultry, the producers / farmers must think and be careful that they are producing food for human being and not feed for chicken. We have to enhance our focus on food safety and animal welfare. Giving excess protein is also not good

**Sudipto Halder, Research Director, Agrivet Research & Advisory Pvt Ltd, Kolkata** during an event recently in Kolkata



“ Today automation and advanced technology is taking poultry production to higher level

**Sameer Agarwal** Managing Director, Shalimar Group during a discussion and presentation recently in an event at Kolkata

“ Hybrid maize production is growing fast in West Bengal. I was tempted to go for hybrid maize crop and harvested 40 lakh tonnes of maize. Maize growing farmers are getting good revenue

**Pradip Kumar Majumdar, Minister for Panchayat & Rural Development, Govt. of West Bengal** said during the inauguration of Poultry Fair recently at Kolkata



“ India is the 3rd largest egg producer with 122 billion eggs production in 2022 – 23

**Jagbir Singh Dhull** Managing Director, Skylark Group at a meeting recently at Kolkata

“ India being a consuming country, there is a potentiality for the growth of broiler production. We have to promote chicken as a nutritious and protein food for human being

**Dr Vijay R. Tijare, GM – Marketing, Venkys India Processing Division**



“ I am comfortable today as I achieved project cost of my farm. I am doing well

**Eswarcharan, Proprietor, Umamaheswara Poultry Farm, Siddipet, near Hyderabad.** Speaking to Poultry Fortune, the farmer eswarcharan stated that he wants to keep the birds till 100 weeks of age and get the advantage of the potentiality of the birds. He has 100,000 birds capacity of farm with two breeds. Eswarcharan is doing farming since 2003.



“ Soon, West Bengal will become No.1 in broiler production. Increased maize production helped for poultry development in the country. West Bengal is the highest consuming region of eggs and chicken products

**Madan Mohan Maity, WBPF** at a meeting recently at Kolkata



“ Mumbai is the biggest eggs consuming centre in India with 1.25 crore eggs consumption every day. Eggs come to Mumbai from Hyderabad, Hospet, Gujarat, Namakkal and Maharashtra.

It was the memorable day when farmers in Pune made huge omlette with 1000 eggs in 1990 to celebrate when late B. V. Rao received Padmashri Award from Govt of India. I had the opportunity to meet B. V. Rao saheb twice in my career. I joined NECC in September 1989.

**Abhay K. Laul, Deputy Manager – Coordination, NECC Mumbai Zone, Mumbai**

Send your “Views & Comments” on any topic / matter in poultry industry to [info@poultryfortune.com](mailto:info@poultryfortune.com) for publication in Poultry Fortune magazine. You may also send it by Whatsapp to 70329 19554. - Editor.

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# 2024 Alltech Agri-Food Outlook shares global feed production survey data and influential trends in agriculture

Data collected from 13th annual global feed survey estimates world feed production remains steady, with a slight decrease of 0.2% to 1.29 billion metric tons

*Lower demand attributed in part to more efficient use of feed; poultry feed shows most significant growth.*



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**Outlook | 2024**

*The 2024 Alltech Agri-Food Outlook revealed global feed production survey data and trends.*

**LEXINGTON, Ky.** – Global animal feed production remained steady in 2023 at 1.29 billion metric tons (BMT), a slight decrease of 2.6 million metric tons (MMT) — or 0.2% — from 2022's estimates, according to the 2024 Agri-Food Outlook, released today by Alltech. The annual survey, now in its 13<sup>th</sup> year, includes data from 142 countries and more than 27,000 feed mills.

The overall lower demand for feed was due, in part, to the more efficient use of feed made possible by intensive production systems that focus on

using animal nutrition, farm management and other technologies to lower feed intake while producing the same amount of protein, or more. A slowdown in the overall production of animal protein, in response to tight margins experienced by many feed and animal protein companies, also contributed to lower feed demand. Changing consumption patterns caused by inflation and dietary trends, higher production costs and geopolitical tensions also influenced feed production in 2023.

## Top 10 countries:

The top 10 feed-producing countries are China (262.71 MMT, +0.76%), the U.S. (238.09 MMT, 1.13%), Brazil (83.32 MMT, +1.84%), India (52.83 MMT, +13.43%), Mexico (40.42 MMT, +0.02%), Russia (35.46 MMT, +3.83%), Spain (27.53 MMT, -11.88%), Vietnam (24.15 MMT, -9.63%), Japan (23.94 MMT, -1.15%) and Türkiye (23.37 MMT, -11.48%). Together, the top 10 countries produced 63.1% of the world's feed production (same as in 2022), and almost half of the world's global feed production is concentrated

in four countries: China, the U.S., Brazil and India.

## Notable species results and outlook:

- **Poultry** experienced an increase in broiler feed production (385.04 MMT, +13.10 MMT, +3.5%) and remained steady with a slight increase for layers (170.88 MMT, +0.01 MMT, 0%).
- **Broiler** feed now accounts for 29.9% of the total feed tonnage in the world thanks to a 3.5% increase in overall tonnage in 2023. While this growth was not uniform across all regions, the poultry sector is poised to keep holding strong in 2024 thanks to a combination of regional successes and global market dynamics. Some of the biggest factors that will contribute to the resilience of the broiler sector include reduced costs for inputs, such as feed and energy, and increases in margins and profitability.
- For **layers**, there are industry-wide efforts to optimize feed efficiency and to keep pace with changing dietary trends and new purchasing power. Some markets around the globe were significantly impacted by macroeconomic challenges and disease outbreaks, which can disrupt production cycles. Still, the general outlook for the layer industry remains positive thanks to its resilience in the face of difficult circumstances, when other protein sectors often struggle to adapt.



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- The poultry sector is poised for continued strength, driven by a blend of regional successes and global market dynamics. The broiler forecast remains optimistic thanks to lower input costs, increased industrial margins and shifting consumer behaviors. For layers, challenges persist, but there are pockets of resilience and growth.
- **The global pig feed** production sector faced many challenges in 2023, which led to an overall decrease in pig feed production of 1.23% (320.80 MMT, -4.01 MMT).
- Latin America stood out as the only region that achieved an increase in pig feed production in 2023, while Europe, Asia-Pacific and North America — which have traditionally been the top pig feed-producing regions in the world — all faced challenges. African swine fever (ASF) continues to wreak havoc on pig production in China and Southeast Asia, where repopulation efforts are slowly proceeding.
- The trends highlight the complex relationship between economic factors, supply dynamics and disease management in the global pig feed industry. Addressing these challenges will be crucial for sustaining animal agriculture and ensuring food security.
- **Dairy feed** tonnage decreased by 2.3% (126.23 MMT, -2.28%), primarily due to the high cost of feed combined with low milk prices, which led farmers to make strategic adjustments that included reducing their cow numbers and/or relying more on non-commercial feed sources.
- In Europe, dairy producers will continue to grapple with stricter environmental policies in the years ahead, and they will need to find new ways to continue growing.
- Asia-Pacific managed to buck the downward trend and emerged as the only region that increased its dairy feed tonnage in 2023. This growth was fueled by a continued increase in the consumption of milk products there, as well as an expansion of feed production in co-operatives.
- This shift reflects the delicate balance between economic factors and the need to sustain dairy production. Lower feed costs and higher milk prices would help right the ship.
- **Beef feed** production decreased by 4.36% (117.49 MMT, -5.35 MMT) globally — the most pronounced downward change among all species sectors last year. Changes in cattle cycles in the United States and stricter sustainability policies in Europe had major impacts, with the Asia-Pacific beef sector notably surpassing Europe's in 2023.
- The substantial decline in North America was the result of lingering droughts and high production costs, among other issues.
- While the European and North American beef industries are expected to continue declining in 2024, growth is expected in China, Brazil and Australia — highlighting the complex dynamics and landscape of beef feed production around the world.
- **The aquaculture sector** experienced a decline of 4.4% (52.09 MMT, -2.42 MMT).
- This decline was driven in part by a significant drop in China's supply of aqua feed due to lower fish prices, which had a far-reaching impact.
- Latin America grew by 0.27 MMT (3.87%). Despite adverse weather conditions in that region, the demand for aqua products is still strong in Latin America, which helped aqua producers there remain resilient.
- **The global pet feed industry** continues to grow, albeit at a slower pace of 0.74% (34.96 MMT, +0.26 MMT) in 2023. Demand for high-quality pet products and services remains high from pet owners who want only the best for their animal companions.
- The Latin American and North American markets were the primary drivers of this growth, with the pet food sector in North America surpassing Europe's this year.
- Europe was the only market experiencing a decline in pet food production in 2023.
- Supply-chain disruptions and inflationary pressures were the key factors contributing to this decrease.
- **The equine feed** industry experienced a decrease of 3.9% (7.98 MMT, -0.32 MMT) in 2023.
- The top challenges in the equine sector include high labor and material prices.
- The top technologies impacting the sector are biosecurity, microchipping, genetics and nutritional solutions.
- Survey respondents said the biggest opportunities for nutritional solutions are gut health management and feed efficiency.
- Equine feed is expected to decrease both in price and in volume during the coming year.

#### Notable regional results:

- **North America** saw a decrease of 2.8 MMT (259.26 MMT, -1.1%), with beef feed tonnage down significantly. The pig and dairy sectors also slipped slightly, but the broiler, layer and pet sectors more than made up the difference. Feed tonnage in the broiler sector was up nearly 2.9%.
- **Latin America** experienced growth in 2023 by 2.46 MMT (200.67 MMT, +1.24%). Despite high production costs, geopolitical tensions and changing consumer behavior due to economic reasons, the region continues to lead global growth, mainly because of its export-driven aquaculture, poultry and pork markets.

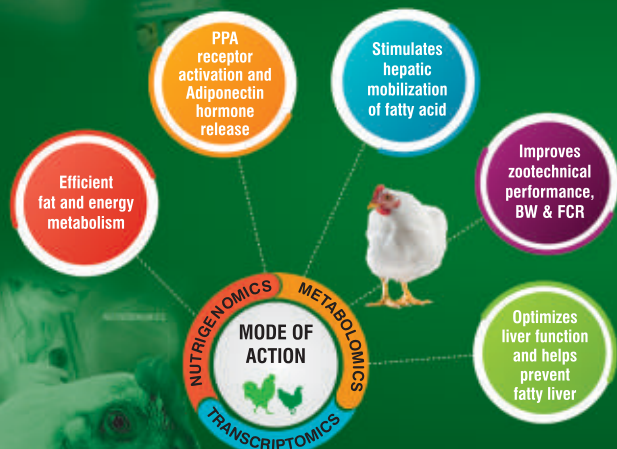


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A nutrigenomic and transcriptomic evaluation at Department of Poultry Science, University of Georgia Athens, USA, 2018

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## PRESENTATION

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- **Europe** continued its downward trend in feed production, with a decrease of 10.07 MMT (253.19 MMT, -3.82%) due to issues that included the invasion in Ukraine and the spread of animal diseases such as African swine fever (ASF) and avian influenza (AI).
- **Asia-Pacific** led feed production growth in 2023, with an increase of 6.54 MMT (475.33 MMT, +1.4%). Feed production growth in the region's ruminant sectors offset a setback in the aqua sector. The region is home to several of the top 10 feed-producing countries, including China, India, Vietnam and Japan.
- **Africa** experienced continued but slower growth with an increase of 1.95%, nearly 1 MMT to total 51.42 MMT.
- The **Middle East** saw a slight decrease of 0.12 MMT (35.93 MMT, -0.32%).
- **Oceania** had the third-highest growth, 3.71% or 0.39 MMT to total 10.78 MMT.

Alltech works together with feed mills and industry and government entities around the world to compile data and insights to provide an assessment of feed production each year. Compound feed production and prices were collected by Alltech's global sales team and in partnership with local feed associations in the first quarter of 2024. These figures are estimates and are intended to serve as an information resource for

industry stakeholders.

To access more data and insights from the 2024 Alltech Agri-Food Outlook, including an interactive global map, visit [alltech.com/agri-food-outlook](http://alltech.com/agri-food-outlook).

**Contact:** [press@alltech.com](mailto:press@alltech.com)

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#### About Alltech:

Founded in 1980 by Irish entrepreneur and scientist Dr Pearse Lyons, Alltech delivers smarter, more sustainable solutions for agriculture. Our diverse portfolio of products and services improves the health and performance of plants and animals, resulting in better nutrition for all and a decreased environmental impact.

We are a global leader in the agriculture industry. Our team produces specialty ingredients, premix supplements, feed and biologicals, backed by science and an unparalleled platform of services.

Strengthened by more than 40 years of scientific research, we carry forward a legacy of innovation and a unique culture that views challenges through an entrepreneurial lens. As a private, family-owned company, we adapt quickly to our customers' needs and focus on advanced innovation.

We believe agriculture has the greatest potential to shape the future of our planet. Our more than 5,000 talented team members worldwide share

our purpose of **Working Together for a Planet of Plenty™**. Together, we can provide nutrition for all, revitalize local economies and replenish the planet's natural resources.

Headquartered just outside

of Lexington, Kentucky, USA, Alltech serves customers in more than 120 countries, has five bioscience centers, and operates more than 80 manufacturing facilities across the globe.

## U.S. Soy Sustainability Assurance Protocol Annual Report Released

**ST. LOUIS, MO** – April 2, 2024 - The U.S. Soy Sustainability Assurance Protocol (SSAP) has released *The Positive Momentum of Sustainable U.S. Soy*, a comprehensive sustainability report on the 10-year history and growth of international U.S. Soy shipments verified by the SSAP.

The SSAP is a tool that aggregates sustainability and conservation principles to verify sustainable soy production on U.S. soybean farms. It was created in 2014 to provide credible information and assurance to U.S. Soy customers that the soy they purchase is sustainably produced.

"The U.S. Soy supply chain and its customers share a desire to understand one another and work together for sustainable solutions," said Jim Sutter, USSEC CEO. "This communication and partnership is driving the ever-increasing demand and momentum for

sustainable U.S. Soy."

In 2023, a record 44,480,427 metric tons – 70% of all U.S. Soy exports – were shipped with an SSAP certificate, a 56.44% increase in SSAP shipments over 2021. U.S. Soy's carbon footprint is the lowest in the world when factoring in cultivation impact and land-use change versus other soy, plant proteins and vegetable oils.

Consumer-facing packaging labels verifying that products are made with "Sustainable U.S. Soy" (SUSS) or "Fed with Sustainable U.S. Soy" are also seeing an increase in use worldwide. More than 1,000 products in countries across the globe currently feature licensed SUSS labels.

"Sustainability is not just a trend but something that creates long-term value for companies," said Chulhoon Lee, Purchasing Manager for SajoDaerim Corporation in Seoul, Korea. "We



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know that using the “Sustainable U.S. Soy” logo is a great opportunity to demonstrate our commitment to sustainability.”

The 2023 SSAP report also highlights sustainability milestones achieved by U.S. soybean farmers, successful industry collaborations, and progress toward U.S. Soy’s 2025 sustainability goals\*, which include:

- Reduction in land use impact by 10%
- Reduction in soil erosion by 25%
- Increased energy efficiency by 10%
- Reduction in total greenhouse gas emissions by 10%

\*2025 sustainability goals use the year 2000 as a starting benchmark.

*This press release was funded in part by the soy checkoff.*

#### About the U.S. Soybean Export Council

The U.S. Soybean Export Council (USSEC) focuses on differentiating, building preference, and elevating market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally. USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry.

## Indian Herbs Specialities organizes Technical Seminar at Namakkal on Layer Nutrition & Management

The Spectacular One-Day Technical Seminar organized by INDIAN HERBS in Nala Hotel, Namakkal, Tamil Nadu, on March 15, 2024, was a resounding success, leaving an indelible mark on the attendees and organizers alike. The event served as a beacon of knowledge and innovation in the realm of layer farming, offering a platform for industry stakeholders to converge, exchange ideas and glean insights from leading experts.

The seminar's thematic focus on 'Layer nutrition and management' addressed crucial aspects vital for the sustainable growth and productivity of layer farming operations. Through a meticulously curated program, participants were exposed to practical knowledge and cutting-edge research, empowering them to enhance their practices and optimize their outcomes.

The presence of Dr D. Chandrasekaran and Dr Abhijit Mishra, distinguished poultry nutritionists, as the 'Guests of Honour', elevated the seminar to a prestigious platform. Their profound expertise and rich experience lent credibility to the discussions, enriching the audience with invaluable perspectives and best practices.

Key highlights of the seminar included



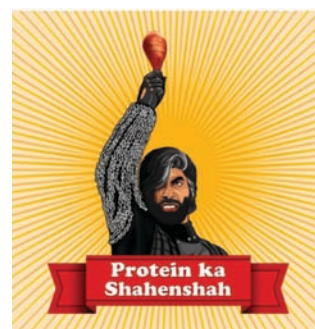
insightful sessions on mitigating 'Summer Stress Management', delivered by Dr D. Chandrasekaran and gaining 'Practical Insights into Layer Nutrition', elucidated by Dr Abhijit Mishra. These sessions were complemented by Dr Shivi Maini's presentation on 'Novel Phytogenics for Summer Stress Mitigation in Layers', offering innovative solutions to prevalent challenges in layer farming.

Furthermore, the active participation of over 100 top layer farmers, integrators, feedmillers, and patrons underscored the event's significance and relevance within the poultry community. The vibrant exchange of ideas, experiences, and best practices fostered a collaborative spirit, nurturing a conducive environment for collective learning and growth.

The enthusiastic engagement of the Tamil Nadu Sales team led by Mr Paramartha Roy,

National Sales Manager, and comprising Mr Balu, Mr Ramesh and Mr Senthil, further exemplified INDIAN HERBS dedication to fostering strong customer relationships and providing unwavering support to the farming community.

In essence, the One - Day Technical Seminar not only served as a platform for knowledge dissemination but also as a catalyst for fostering innovation, collaboration, and sustainable growth within the layer farming ecosystem. It epitomizes INDIAN HERBS commitment to driving positive change and empowering stakeholders across the agricultural value chain.







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# Technical Seminar: Toxicity and immunity management for profitable poultry farming

Regen Biocorps AHI Pvt Ltd hosted a technical seminar at Talegaon (Dabhade), Pune, on 9 March 2024 which was attended by poultry Farmers and enthusiasts on current trends in the poultry industry. The topic of discussion **“Toxicity and immunity management for profitable poultry farming”** was apt in the current context of challenges that the egg and meat industry face the most. Dr Uttarwar, **Zonal Manager**, welcomed the distinguished guest to this event and set the context of the discussion.

The poultry industry was going through a bad phase due to skyrocketing raw material prices in general, and Maize in particular which has been trading at the higher prices for a pretty long period from the beginning of 2024. The poor quality and availability make the matter even worse as it's hampering the immunity & health of the birds. Due to that Managing known and unknown diseases is becoming more challenging. It is affecting the overall profitability of producers and leading to



excess overhead costs. Higher production costs together with lower selling prices are challenging the viability of producers.

This seminar was aimed at highlighting the appropriate solutions, to aid efficiency in production by focusing on **“Total Immunity”** which is sustainable.

Dr Sudhir Rukadikar, a renowned poultry consultant who has extensive experience in Poultry management for more than 30 years, highlighted the novel ways to enhance Innate immunity. Dr Rukadikar emphasised that the first couple of weeks are very important for Primary Lymphoid organ development. Supplementation of soluble specialised nutrients in this critical stage of life is vital. He envisaged that innate immunity can be improved



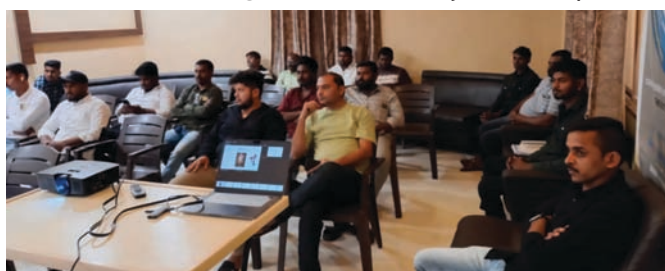
with products based on comprehensive immune nutrition like Immon®, a specialised product for Total Immunity (Innate and adaptive).

Birds do have a strong Immune system comprised of Innate and Adaptive Immunity. Genetically selecting the birds for higher productivity negatively impacts Immunity. Hence, Immune competence of commercial flocks is under challenge due to performance pressure and need extra nutrition not only for challenge situations but also for regular health management too.

Dr Gopal Potdar discussed how Immon does stress management by reducing the Corticosteroid activity in the blood resulting in improved egg production and feed efficiency in layers. It can be a major boost to Broiler Integrators

wishing to raise antibiotic-free chicken (AFC)!! Regular preventive usage in healthier birds will ensure better performance and improved return on investment. Along with Immon, Dr Gopal Potdar also highlighted key important features of Mantox, a broad-spectrum toxin binder. Mantox consists of Activated charcoal, Bentonite, Herbs, PVP, and MOS which offer **Comprehensive Mycotoxin Management** against Aflatoxin, Ochratoxin, Zearalenone, DON, T2, and Fungal toxins. Mycotoxins significantly damage liver and kidney cells, So the addition of Liver and kidney-stimulating herbs gives more effective protection against toxins.

“We thank our honourable guests graced the occasion by sparing their valuable time for active participation in this event”, said Mr Ganesh Sr. Sales Executive. “We are committed to serving the local industry and providing solutions for its challenges through collaborative projects. By understanding and anticipating proactively the changing needs of our valuable partners, we bring about solutions with global knowledge and expertise”. “We will bring more advanced knowledge and technology which will pave the way for more efficient customer service”, Mr Sachin Kakde (Key Client Manager) added.







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## Vets in poultry opens its new office in Pune

Vets In Poultry (VIP) is delighted to announce the inauguration of its new office situated at Bibewadi, Pune on 28th March 2024.

This significant milestone represents a pivotal step forward in the association's ongoing efforts to align with its vision and mission. The new office will serve as a hub for collaboration, advocacy, and knowledge exchange, furthering the association's commitment to advancing the interests of the poultry sector.



**Dr Ajay Deshpande, President and Dr Santosh Ire, Secretary, Vets in poultry during the inauguration of VIP at Pune**

The inauguration ceremony, led by Dr Ajit Ranade, Technical Advisor and Dr Ajay Deshpande, President, included a ribbon-cutting ceremony and cake cutting, symbolizing a new chapter in the association's journey.



Speaking on the occasion, Dr Ajay Deshpande said, "At Vets In Poultry (VIP) we are committed to promoting the welfare and growth of the poultry farming community. The inauguration of our new office in Pune signifies our dedication to advancing our mission and serving our members and stakeholders. We are grateful for the support and participation of our esteemed guests and members. Together, we will continue to bridge the gap between industry and academia, driving innovation and progress in the poultry sector."

The inauguration ceremony

was attended by Dr Santosh Ire, Secretary and Vets In Poultry Committee Members Dr Chandrakant Pathak, Dr Jeevan Sonawane, Dr Pankaj Tuptewar, Dr Sujit Kulkarni, Dr Sanjay Satbhai, Dr Amol Pawar, Dr Mangesh Mende and Dr Anju Deshpande.

**About VIP-Vets In Poultry**  
Vets In Poultry Association is a leading not for profit Association, dedicated to the advancement of the poultry sector. With a membership exceeding 1200+ veterinarians working in poultry, VIP-Vets In Poultry stands as one of the largest associations of its kind globally uniting professionals from diverse fields across India and



**Dr Ajay Deshpande, President and Dr Santosh Ire, Secretary, presenting a memento to Dr Ajit S. Ranade**

the globe. Members encompass a wide spectrum of expertise, including academia, production, research and development, sales and marketing, field veterinarians, technical services, processing, and entrepreneurship.

## M V Koushik retires after leading the Avitech's sales team for over 25 years



After leading Avitech's growth and development for over 25 years, Mr Mahadev V. Koushik, President Sales, has sought retirement.

Mr M.V. Koushik has been at the helm of Avitech's sales function since 1998. He is, to a large extent, responsible for Avitech's transformation into leading premix/ feed additive supplier across India and several other geographies.

The high standards of professionalism that characterises the Avitech team is a direct result of Mr Koushik's relentless pursuit of excellence and his innate humility and integrity.

Whilst Mr Koushik will be missed at the company, he has graciously agreed to continue his association with the company as an advisor / consultant.

The organisation is indebted to Mr Koushik for his enormous contribution and wishes him the very best for the journey ahead, said a note from Avitech.







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# Boom – Ox Unveiled: Revolutionary Patented Water Treatment Solution Promises Transformation

Brightwell Aquatech LLP, owned by Mr Balasaheb Jadhav a Pune based startup promoted by Dr Santosh Ire, has recently introduced a patented groundbreaking solution for water treatment challenges. This marks a significant milestone in the quest for sustainable and accessible clean water solutions.

**Boom-Ox was the only Indian start-up to be selected for a presentation at Health & Nutrition Start Up Pitching 2024 organized at VICTAM Asia, on 14<sup>th</sup> March at Bangkok. This was indeed a proud moment for us!**

While water is the most essential nutrition, it is least focused upon. However, 80% of all diseases globally, for both humans and livestock, are a result of consumption of



*Dr Santosh Ire*

unsafe water, inadequate sanitation and poor hygiene.

This is where Boom-Ox, a patented engineering solution for providing safe, potable water for poultry, dairy, swine and cattle comes into play.

**Salient features of Boom-**

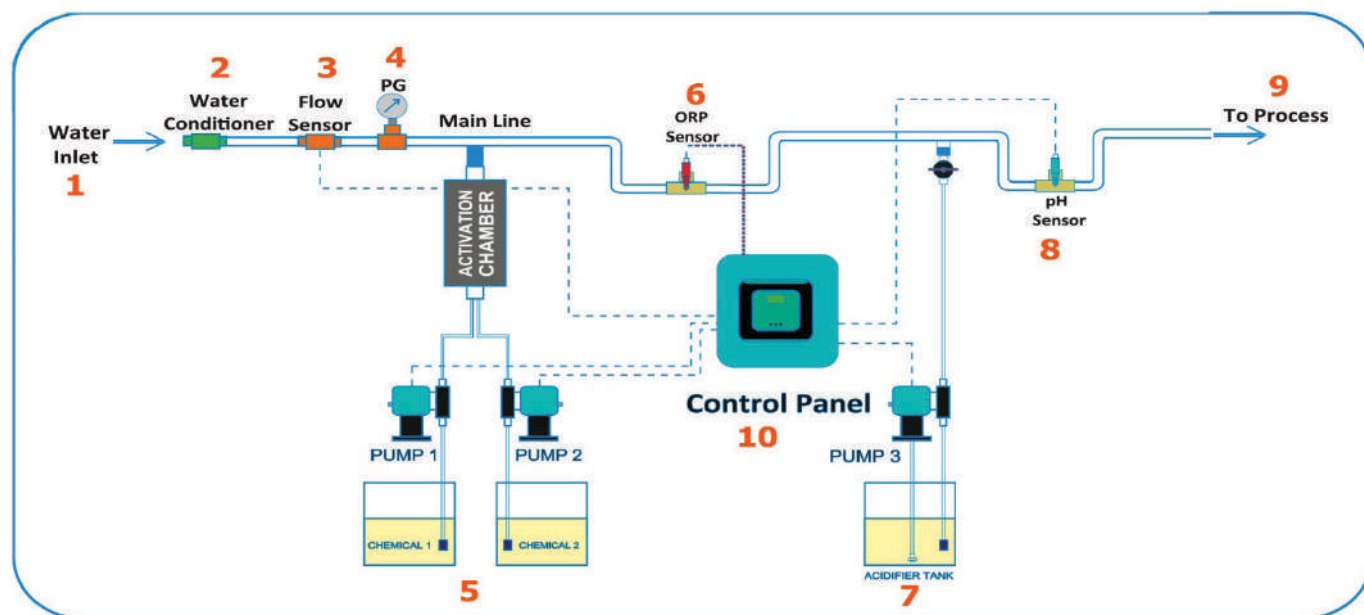
**Ox are:**

- ORP based Automated Dosing of Stabilized Chlorine Dioxide with IoT facilities.
- ISRAELI Technology based water improver.
- A potent combination of Water Disinfectant and Acidifier to achieve desired goals
- Automated & sensor base technology to maintain ORP & pH continuously: 24x7.
- All in one patented solution, we call it "Water Doctor".
- Robust & maintenance free device

**The mode of working of Boom-Ox is as follows:**

- **Water Inlet:** Machine Installed at this point. Common inlet pipe from tank / source to the whole farm

- **Water Conditioner:** This helps to neutralise the majority of ions, metals and hardness causing agents
- **Flow Sensor:** Helps to check flow of water and accurate dosing of medicines
- **Pressure Gauge:** To maintain water pressure
- **Chlorine Dioxide Solutions:** The two solutions need to be filled and refilled once a signal is received from the device. This solution can't be changed by other source as it is calibrated with the control panel of the machine
- **ORP Sensor:** Helps maintain desired ORP (650+ mV) as set in the device
- **pH Solutions:** The acidifier solutions need to be filled and refilled once a signal is received from the device. This solution can't be changed by other source as it is calibrated with the control panel of the machine







**POULTRY**

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# DOXYCYCLINE

*Doxycycline is a broad-spectrum bacteriostatic agent that works by inhibiting protein synthesis. Other similar drugs from the tetracycline class include Oxytetracycline, Tetracycline, and Chlortetracycline. Tetracyclines have activity against gram-positive and gram-negative bacteria, including some anaerobes. It is also active against Chlamydia, Mycoplasmas, and some protozoa, and several rickettsiae. Specific bacteria within the tetracycline's activity range include Escherichia coli, Klebsiella spp, Pasteurella spp, Salmonella spp, Staphylococcus spp, and Streptococcus spp.*



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Website : [www.swisschemie.com](http://www.swisschemie.com)





- **pH Sensor:** Helps maintain desired pH (5.8-6.0) as set in the device or needed
- **IoT Device:** This device is an indicator of all parameters which are set and it sends notification messages. It needs to be implemented at the last shed and last row and last point so that water treatment can be done as per set limits of ORP and pH from last point to start point
- **Control Panel:** This is the brain of the machine. It receives all signals and gives solutions as per given commands. Most important and patented instrument
- Entire machine is well assembled, dust proof, water resistance, rodents resistance and durable etc. Size of machine is approx one office table and can mount on wall easily
- Maintenance free machine except minor calibration of sensors once in quarter which user can do at its own
- Best ROI : Cost of medicines is almost equal to existing price but it gives much better ROI than traditional ways of water treatment. 13- User can replaces all of his available solutions for water treatment including pipeline flushing and cleaning
- During vaccination and medication, user can stop sensors and use normal non medicated

water from same machine

- For 1st installation and till smooth operations, company engineer will help
- Other much more benefits which keep livestock healthy and owner happy



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Xcelsio comes with a more concentrated cocktail of bacteriophage and is fortified with more *Bacillus subtilis*. This new and improved formulation, created specifically for use in

poultry, is simply unmatched in controlling pathogenic bacteria—giving you Total Gut Control.

Each of our bacteriophages is painstakingly selected using our proprietary Bacterphage F technology to target and eliminate specific bacteria; leaving other beneficial bacteria completely unharmed. This natural surgical strike on disease-causing bacteria is the safest, non-toxic, and most effective prophylactic alternative to antibiotic growth promoters.

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**Surgical:**

Targets and eliminates specific bacteria, even those resistant to antibiotics

**Protective:**

Maintains gut bio-balance by retaining beneficial bacteria

**Probiotic:**

Enriched with *Bacillus Subtilis*

**Flexible:**

Compatible with all Performance Enhancers, Growth Promoters, Acidifiers, Anti-Oxidants, Minerals & Enzymes

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**Salmonella**

Typhimurium, Gallinarum, Choleraesuis, Derby, Dublin, Enteritidis, Pullorum

**E. Coli**

F4 (K88), F5 (K99), F6 (987P), F18, F41

**Clostridium Perfringens**

Type A, C, B, D, E

**Staphylococcus Aureus**

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## Canafa & CBS Bio Platforms Triumphs with Innovative Agri-Biotech Solutions in India



In a ground breaking series of events that promise to transform the poultry nutrition landscape, Canafa, in collaboration with CBS Bio Platforms, a leader in enzymes and other bio-based feed platforms, conducted a series of educational and networking programs across the Indian subcontinent in Karnal, Chandigarh, and Hyderabad last week, showcasing ground breaking product technologies in the field of agricultural biotechnology. This initiative marks a significant milestone since Canafa, a key channel partner for CBS since 2020, enhanced its outreach with a dedicated sales team.

CBS presented its latest advancements in Multi-Carbohydrase Enzyme Technology and Enhanced Yeast Technology, designed to optimize animal nutrition, and improve gastrointestinal health across various species. These technologies are emblematic of CBS's commitment to sustainability and efficiency in agriculture, crucial in a country where agriculture

plays a pivotal role in the economy.

"At CBS Bio Platforms, our technical capabilities are at the forefront of transforming agricultural production," said Rob Patterson, Vice President Innovation, CBS Bio Platforms. "By leveraging our advanced enzyme and yeast technologies, we aim to revolutionize the way nutrients are utilized in animal feed, enhancing both efficiency and productivity."

The Multi-Carbohydrase Enzymes, including the flagship product Superzyme®, exemplify CBS's innovative approach.



This technology allows for enhanced digestion of high-fibre ingredients, promoting better nutrient absorption and overall animal health. Superzyme® has shown significant improvements in feed efficiency and growth performance, which are key to the cost-effective production of poultry and livestock.

In addition, CBS highlighted its Enhanced Yeast



Technology through products like CarboMax and Maxi-Nutrio® Liquid. These products are designed to improve gut

health and immunity, contributing to the robustness and productivity of farm animals. Notably, Maxi-Nutrio® Liquid, the first fully-soluble beta-glucan & mannan product launched in the market, for use in drinking water systems, has demonstrated its efficacy in promoting beneficial bacterial growth and enhancing the immune response.

They also featured ProSparity, an advanced multi-component protease technology, designed to increase the digestibility of diverse protein sources in poultry diets. ProSparity targets undigested proteins, transforming them into absorbable nutrients, which leads to better growth performance and reduced feed costs. By enabling more efficient protein utilization, ProSparity supports eco-efficient protein production and enhances

the economic viability of poultry farming.

"We are excited about the possibilities that our latest technologies bring to the Indian

market and beyond," said Krisjan Jones, President, CBS Bio Platforms. "Our commitment to enhancing agricultural productivity through biotechnological innovation has never been stronger. These meetings not only strengthened CBS's commitment to the Indian market but also laid the groundwork for further collaborations in India."

The marathon of knowledge began on the evening of April 8, 2024, at the prestigious Hotel Noor Mahal in Kanak, drawing an impressive crowd comprising local feed manufacturers, integrators, nutritionists, and veterinarians. This



engagement was not only a platform for learning but also an avenue for forging and strengthening industry connections.

The journey of enlightenment continued, with the next stop at Chandigarh's Hotel Best Western Maryland. This session was specially designed for technical veterinarians and nutritionists, focusing primarily on the needs



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of layer birds, signifying Canafa and CBS's commitment to addressing the diverse segments within the poultry industry.

The bustling city of Hyderabad witnessed the third ensemble on 11 April, 2024 at Hotel Amravati, attracting veterinary doctors, nutritionists, and poultry entrepreneurs.

Each program concluded on a high note with a gala cocktail and dinner, symbolizing the blend of scientific innovation and social interaction that is crucial for the growth and development of the poultry sector. These meetings not only served as an educational platform but

also as an instrumental forum for stakeholders to discuss, deliberate, and strategize the future of poultry nutrition in India.

These programs underpinned by the visionary leadership of Mr Kanwaljit Singh Ahluwalia, MD, Canafa, and the welcoming presence local managers from the respective areas and Dr Sandeep Deshmukh, National Head for Canafa, underscored the pivotal role of innovative nutrition solutions in poultry health and productivity.

CBS Bio Platforms's regional office in Manila, Philippines that includes a dedicated team of sales

managers and nutritionists who focus on providing tailored support to meet the specific needs of the Asian region. DrGeraldbeau Licarte, Nutritionist extends support to India on all the nutrition & technical aspects whereas Dr Eduardo Tuason, Sales Manager, CBS is helping on all the technical & commercial activities to Canafa team in India.

The series of meetings in India, and the partnership between Canafa and CBS, are a testament to CBS's global impact and its crucial role in fostering sustainable agricultural practices worldwide. As CBS continues to expand its presence and influence, the future of agriculture looks brighter, more sustainable, and technologically driven.

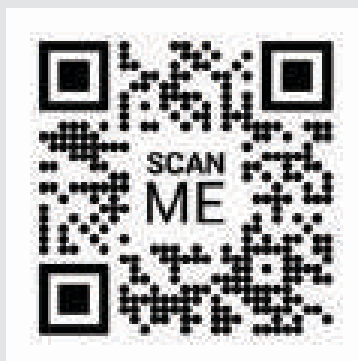






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## *'Spray method of vaccination is good'* - Hipra India releases HIPRAVIAR ND Broilers and EVANT

**Hyderabad:** Hipra is spending 10 percent of its annual turnover on R&D and regulatory affairs, and the company has released 21 new vaccines in the past 10 years, said Mr Shyam Vane, Business Manager Hipra India Pvt Ltd. Hipra India organized a seminar which was attended by breeders, Veterinarians, farmers and distributors here on 19 April 2024. The research based vaccines producers Hipra completed 51 years of its establishment headquartered at Apain, Europe.



**Dr Shyam Vane**

Mr C. Suresh Rayudu, Managing Director, Srinivasa Farms Pvt Ltd who was present as the Guest of Honour Hipra Vaccines released



**A view of participants**



**C. Suresh Rayudu, Managing Director, Srinivasa Farms releasing Hipra Vaccines in Hyderabad on April 19. Dr Shyam Vane, D. S. Subramaniam and Dr Pramod Damane are also in the picture**

HIPRAVIAR AND Broilers and EVANT.

Dr Shyam Vane made a presentation on the topic "Improving returns on Investment by controlling Necrotic Enteritis, Intussusception, Immuno suppression & Gut Health in Breeders and Layers via Innovative vaccine Technology".

Spray method of Vaccination is good for chickens he stated. If Salmonella is presented in breeder and layer farms, many of the diseases in poultry can be avoided, he added. Farmers and the breeders are spending more on the control of coccidiosis, he told. A lot of awareness has come among people on

maintenance of cleanliness and hygiene in purchasing food items, he said.

According to Dr Shyam Vane, Hipra developed covid vaccine which will be launched soon in India.

Hipra India has achieved a turnover of Rs 25 crore annually through vaccines business in the country.

EVANT is a live attenuated

vaccine with a composition that has been developed to protect chickens against coccidiosis.

Avian Coccidiosis is considered to be one of the most significant factors that may affect the gut health of poultry resulting in loss of mucosal integrity, contributing to microbiota in balance and predisposing poultry to other bacterial infections, especially Necrotic enteritis.

C. Suresh Rayudu, Managing Director, Srinivasa Farms Pvt Ltd released HIPRAVIAR ND Broilers and EVANT, Live attenuated vaccine against coccidiosis in chickens in suspension for oral spray

Dr Pramod Damane, Technical services, Hipra India Spoke on "Improving profitability in breeders & layers by preventing salmonella with advance vaccines.

HIPRAVAR is inactivated vaccine, Newcastle disease in injectable emulsion.

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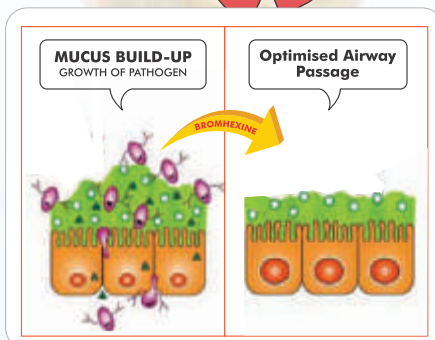
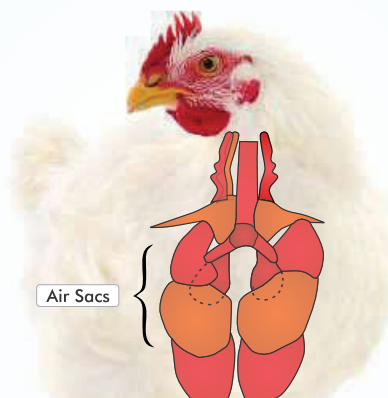


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# New Committees elected for NECC for 2024 - 29

Earlier to 1970s, poultry was a back-yard rural household occupation but with the scientific advancement and with the formation of NECC, it has attained a pivotal position over the years forming a very important constituent of rural economy.

National Egg Co-ordination Committee (NECC) is a non-profit autonomous organization committed to the economic well-being of poultry farmers and all round development of poultry industry in India. It was formed in the year 1982 under Societies Registration Act, 1860 and later on registered as a Trust under Bombay Public Trust Act as non-government public charitable trust with its registered office at Pune, in Maharashtra State and Central Office at Hyderabad.

National Egg Coordination Committee (NECC) is a nationwide poultry farmers' association with a membership strength of around 37,000 poultry farmers and having three tier bodies of elected members divided into Executive Committee, Zonal Committee and Local Committee covering farmers of all over India. At the ground root level farmers elect local committees of five-member for each committee, the Chairmen and Vice Chairmen of the

local committees under the particular Zonal Committee shall elect the five-member Zonal Committee. The Local and Zonal Committee are five-member committees and again electing themselves as Chairman and Vice Chairman of that committee. The Chairmen and Vice Chairmen of the Zonal Committees shall elect 7 members to the Executive Committee, 7 more members shall be elected by the Founder / Organising members to the Executive Committee and three more members shall be co-opted by the 14 members elected as above. The Executive Committee shall elect one Chairperson, three Vice Chairman and the remaining members will continue as Members of the Executive Committee and all the 17 members shall form part of Executive Committee shall be treated as Trustees of NECC. It is the prerogative of the Chairperson to nominate any number of special invitees to the Executive Committee who are also form part of executive committee.

The term of office of the local/zonal/executive Committees shall be five years. The present body of NECC was elected and taken charge for their respective position on 13th March 2024.

A notification in the Business Standard (English Daily newspaper) was

published on 30.10.2023 for the elections of NECC commencing from 8th December 2023 and concluded on 13.3.2024. NECC has got 81 local committees and 28 zones. The details of these committees are given in Enclosure A. Except one local Committee of Shadnagar under Hyderabad Zone elections to all the local committees and zonal committees were held peacefully. Due to some disturbances at Shadnagar, the Shadnagar local Committee was countermanded. While the elections to all the local committees and zonal committees were completed during 8th December 2023 and 7th February 2024, the elections to the Executive Committee were held on 13th March 2024 at Hotel Kohinoor Continental, J B Nagar, Andheri (East), Mumbai. The list of the Executive Committee members is enclosed as Enclosure B.

As stated above, the term of office for all the zonal, local and Executive

Committee starts from 13th March 2024 and ends on 12th March 2029.

NECC is administrated from its Central Office: 3-5-823, 2nd Floor, Hyderabad Business Center, Hyderguda, Hyderabad-500029, headed by Dr A Ezhil Kumar, Chief Operating Officer, said a note from NECC.

NECC was founded by late B.V.Rao and other members in the year 1982.

The Founder Members along with other duties and responsibilities shall have the right to elect 7 members to the Executive Committee. Due to the expiry and resignation of the Founder Members, NECC has replaced Founder Members with the following Organising Members with same duties and responsibilities of Founder Members:

Ms Anuradha J Desai  
- Pune

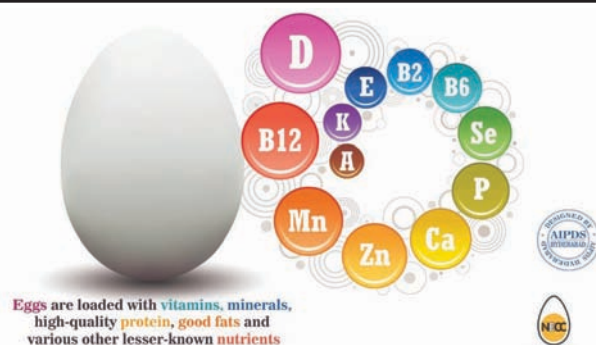
Mr B. Venkatesh Rao  
- Pune

Mr P. Subba Reddy  
- Anaparthi

Mr M.S.R. Prasad  
- Hospet

Mr Sumit Mhatre  
- Mumbai

Mr E. Pradeep Kumar Rao  
- Warangal



Courtesy: NECC





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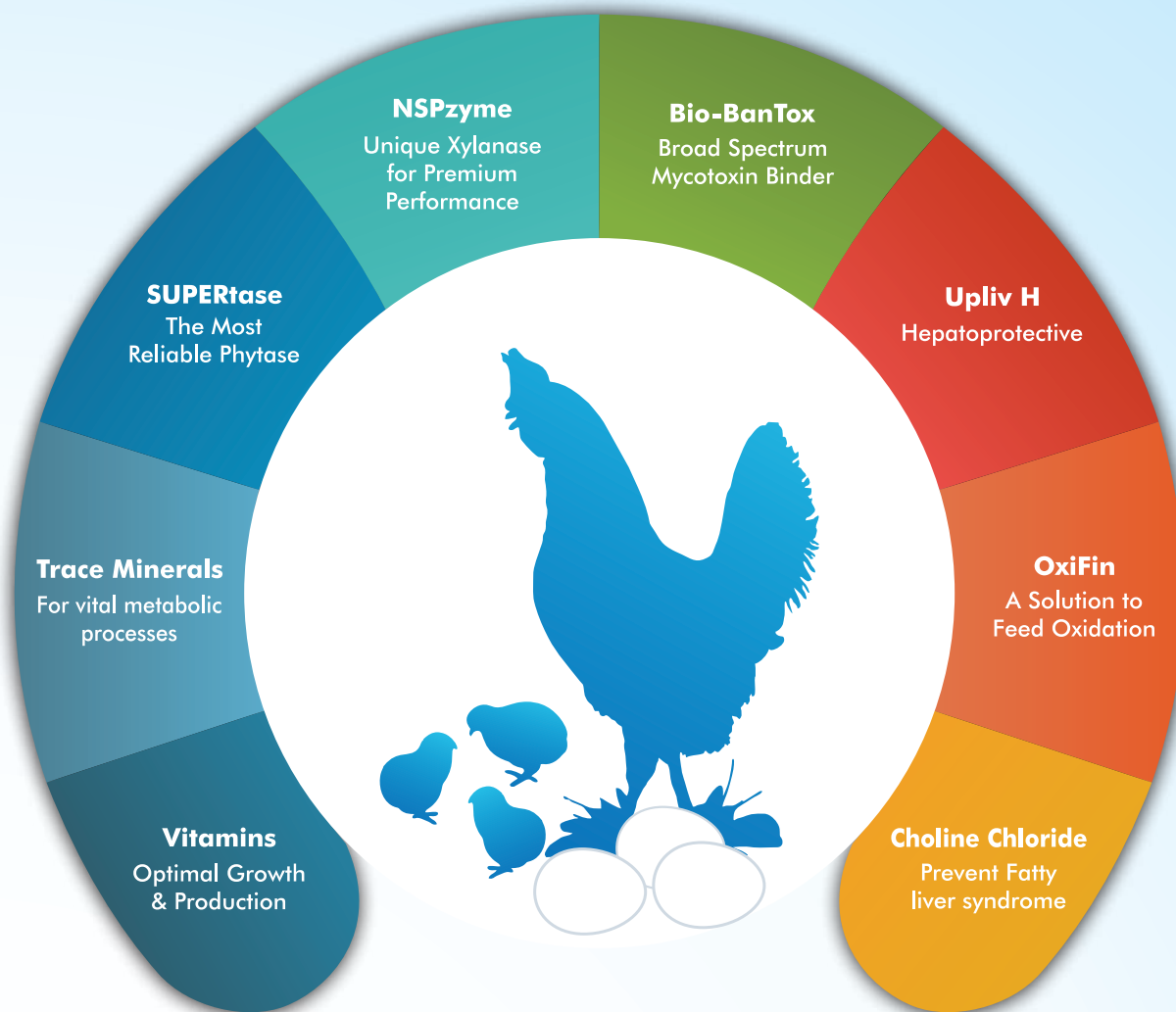


## NATIONAL EGG CO-ORDINATION COMMITTEE

16A, Gultekadi, Near Nisarga Mangal Karyalaya, Market Yard, Pune 400031

S.No.	Name of the Zonal / Local Committee	Name	Position
1	<b>Pune Zonal Committee</b> (Mr Sham K. Bhagat)	Mr Prasad K Bhagat	Chairman
		Mr Abdul Latif Momin	Vice Chairman
		Mr Sanjay V Sane	Treasurer
		Mr Dr Vijay Bhale	Member
		Mr Santosh Punjabi	Member
2	<b>Brahmapur Zonal Committee</b>	Mr Suvendu Kumar Sahu	Chairman
		Mr L Saroj Kumar Patro	Vice Chairman
		Mr Madan Mohan Panigrahy	Treasurer
		Mr V Prakash	Member
		Mr Madan Mohan Raut	Member
3	<b>Chennai Zonal Committee</b>	Mr A Mohan Reddy	Chairman
		Mr B Muthu	Vice Chairman
		Mr R Nagavara Prasad	Treasurer
		Mr P Janardhana Reddy	Member
		Mr A Ponraj	Member
4	<b>Ambala Zonal Committee</b>	Mr Anil Shahi	Chairman
		Mr Naveen Sanan	Vice Chairman
		Mr Pardeep Kumar Vasal	Treasurer
		Mr Rajmohan Singh	Member
		Mr Darshan Lal	Member
5	<b>Chattisgarh Zonal Committee</b>	Mr Shrawan Sakharaji Brahmanekar	Chairman
		Mr Mohammed Jawed Memon	Vice Chairman
		Mr Kishore Ghosh	Treasurer
		Mr Mehul Patel	Member
		Mr Siddardh Threhan	Member
6	<b>Ahmedabad Zonal Committee</b>	Mr Miten G Patel	Chairman
		Mr Sadik R Merchant	Vice Chairman
		Mr Hemant S Patel	Treasurer
		Mr Mehul Ashokbhai Patel	Member
		Mr Asvinbhai Patel	Member
7	<b>Chandigarh Zonal Committee</b>	Mr Parveen Garg	Chairman
		Mr Prince Goel	Vice Chairman
		Mr Rajeev Kumar Modi	Treasurer
		Mr Mohil Bansal	Member
		Mr Sudhir Kumar Gupta	Member
8	<b>Jabalpur Zonal Committee</b>	Mr Jayant Choudhari	Chairman
		Mr Pravesh Verma	Vice Chairman
		Dr Surendra Kumar Jaiswal	Treasurer
		Mr Shobhit Verma	Member
		Mr Ravi Mishra	Member
9	<b>Sangrur Zonal Committee</b>	Mr Ataur Rehman	
		Mr Amritpal Singh	Chairman
		Mr Navjosh Singla	Vice Chairman
		Mr Ramesh Kumar	Treasurer





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S.No.	Name of the Zonal / Local Committee		Name	Position		
10	Surat Zonal Committee		Mr Rajiv Kumar	Member		
			Mr Satish Kumar	Member		
			Mr Mahammad Abdulsalam Balesaria	Chairman		
			Mr Taufik Ilyas Balesaria	Vice Chairman		
			Mr Ashrafbhai Timol	Treasurer		
11	Ludhiana Zonal Committee		Mr Altaf Yakub Timol	Member		
			Mr Sureshbhai D Prajapati	Member		
			Mr Inderjit Singh Kang	Chairman		
			Mr Jodh Singh Bhandari	Vice Chairman		
			Mr Sanjiv Nath Bassi	Treasurer		
12	Ajmer Zonal Committee		Mr Harminder Singh	Member		
			Mr Kamal Jain	Member		
			Dr Rajkumar Jaipal	Chairman		
			Mr Syed Fakhere Moin	Vice Chairman		
			Mr Mahesh Kewalramani	Treasurer		
13	Delhi Zonal Committee		Mr Baseer Mohmad	Member		
			Mr Bindu Khan	Member		
			Mr Ramchander Yadav	Chairman		
			Mr Virender Rai Chandwala	Vice Chairman		
			Mr Hemat Kumar	Treasurer		
14	Mysore Zonal Committee		Mr Balbir Singh Shahi	Member		
			Mr Goel Egg	Member		
			Mr M.P.Satish Babu	Chairman		
			Mr M.R.Manickam	Vice Chairman		
			Mr R.Venkatesh	Treasurer		
15	Mumbai Zonal Committee		Mr A.S.Abul Kalam Azad	Member		
			Mr K.Kailash	Member		
			Mr Moreshwar Bhagwant Desai	Chairman		
			Mr Rajkumar Namdevo Shewale	Vice Chairman		
			Mr Ismail Roshan Khan	Treasurer		
16	Bengaluru Zonal Committee		Mr Nitin Sudam Bankar	Member		
			Mr Feroze Ahmed	Member		
			Mr T.Venkateshwarlu	Chairman		
			Mr G.Madhu	Vice Chairman		
			Mr Manjith Kumar	Treasurer		
17	Hospet Zone		Mr M.V.Shyam Sundar	Member		
			Mr Y.M.Yogesh	Member		
			1 Davanagere Local Committee		Mr B.Venkateshwara Reddy	Chairman
					Mr M.Ramesh	Vice Chairman
					Mr V.Shivaram Prasad	Treasurer
	Mr T.Rama krishna	Member				
	Mr P.Venkateshwara Reddy	Member				
	2 Challakeri Local Committee		Mr M T Harish M T	Chairman		
			Mr G.V.Rudrappa	Vice Chairman		
			Mr M.T.Ramesh	Treasurer		
Mr B.N.Bheema Reddy			Member			





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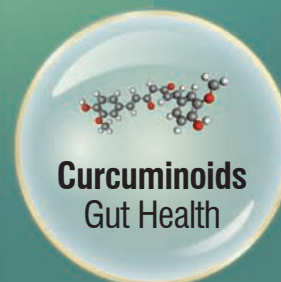
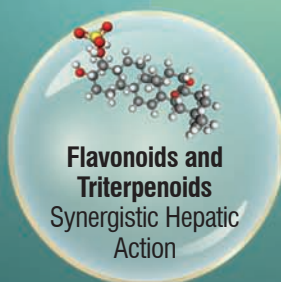
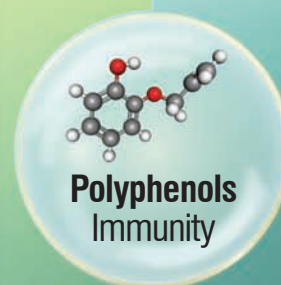
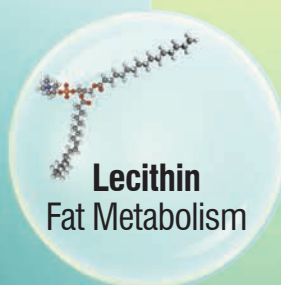
S.No.	Name of the Zonal / Local Committee		Name	Position
	3	Hubli Local Committee	Mr Keshava Reddy	Member
			Mr Phani Kumar	Chairman
			Mr D.Konda Reddy	Vice Chairman
			Mr I.M.Patri	Treasurer
			Mr Hemanth	Member
	4	Bagalkot Local Committee	Mr Kulkarni	Member
			Mr Vinayak Rangaraj	Chairman
			Mr Vishwanath Raybag	Vice Chairman
			Mr Kiran (Mr M.R.Baswa)	Treasurer
			Mr Raju T Javali	Member
	5	Bellary Local Committee	Mr Raghu Powar	Member
			Mr G.Srinivasa	Chairman
			Mr Shivaji	Vice Chairman
			Mr G.Ramachandrappa	Treasurer
			Mr N.Kumar Swamy	Member
	6	Koppal Local Committee	Mr N.Veeraju	Member
			Dr J Siva Koti Reddy	Chairman
			Mr N.Sridhar	Vice Chairman
			Mr Nagendra Dalbey	Treasurer
			Mr S.Swaroop Reddy	Member
	7	H B Hully Local Committee	Mr T.Nagarjuna Reddy	Member
			Mr G.V.Subba Reddy	Chairman
			Mr Karri Paarasurama Reddy	Vice Chairman
			Mr K.Venkata Reddy	Treasurer
			Mr Sessa Reddy	Member
	8	Hospet Local Committee	Mr Ch.Satyanarayan	Member
			Mr G.Shivaiah	Chairman
			Mr K.S.N.Reddy	Vice Chairman
			Mr K.Bholoka Reddy	Treasurer
			Mr D.Rajashekar	Member
		Hospet Zonal Committee	Mr Srinivas Reddy	Member
			Mr M.S.R.Prasad	Chairman
			Mr P.N.Pawar	Vice Chairman
			Mr Kokoni Ram Mohan Rao	Treasurer
			Mr L.K.Viswanath	Member
18	Chittoor Zone	Nellore/Kovuru Local Committee	Mr V.Siva Ram Prasad	Member
			Mr Karna Raghava Rao	Chairman
			Mr M.Sridhar Babu	Vice Chairman
			Mr G.Venkateswarlu	Treasurer
			Mr K.Subramanyam Raju	Member
	2	Rajampet Local Committee	Mr P.Srinivas Rao	Member
			Mr P.Ravi Subba Reddy	Chairman
			Mr D.Hari Prasad	Vice Chairman
			Mr B.Manjunatha	Treasurer
			Mr T.Sravan Kumar Reddy	Member
			Mr P.B.Obul Reddy	Member





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S.No.	Name of the Zonal / Local Committee		Name	Position
	3	Tirupati Local Committee	Mr K.Eswar Reddy	Chairman
			Mr P.Bhaskar Naidu	Vice Chairman
			Mr P.Damu	Treasurer
			Mr A.Srinivasulu Reddy	Member
			Mr D.Prakash	Member
	4	Penumuru Local Committee	Mr S.Subramanyam Naidu	Chairman
			Mr M.Viswanatha Reddy	Vice Chairman
			Mr V.Lokesh	Treasurer
			Mr S.Vikram	Member
			Mr V.Venkateswara Naidu	Member
5	Palamaneru Local Committee	Mr K.Kannaiah Naidu	Chairman	
		Mr A.Tyagarajulu Naidu	Vice Chairman	
		Mr J.Chennakesavulu Naidu	Treasurer	
		Mr J.Kiran Kumar	Member	
		Mr A.Dileep Kumar	Member	
	6	Chittoor Local Committee	Mr Mittapalli Subramanya Reddy	Chairman
			Mr K.Gopal Naidu	Vice Chairman
			Mr M.Jayarama Naidu	Treasurer
			Mr G.Kumar	Member
			Mr G.Ramamohana Naidu	Member
	Chittoor Zonal Committee		Mr B.Srinivasulu Naidu	Chairman
			Mr K.Mohan Reddy	Vice Chairman
			Mr K.Ravi Kumar	Treasurer
			Mr K.Krishnama Naidu	Member
			Mr V.Hemadri	Member
19	East Godavari Zone			
	1	Balabhadrapuram Local Committee	Mr K.Nagi Reddy	Chairman
			Mr T.Venkata Rama Reddy	Vice Chairman
			Mr G.Sri Rama Reddy	Treasurer
			Mr N.Suresh Reddy	Member
			Mr T.Venkata Reddy	Member
	2	Kaanedu Local Committee	Mr P.Rama Krishna Reddy	Chairman
			Mr Chinta Gopalakrishna Reddy	Vice Chairman
			Mr Padala V Sudhakar Reddy	Treasurer
			Mr Kukala Yedukondalu	Member
			Mr Tadi Brahamma Reddy	Member
3	Dwarapudi Local Committee	Mr Ch.Ramanna Kapu	Chairman	
		Mr Nallamilli Manidhar Reddy	Vice Chairman	
		Mr P.Viswanatha Reddy	Treasurer	
		Mr Tetala Venkata krishna Reddy	Member	
		Mr Tetala Vijaya Rama Reddy	Member	
4	Vemulapalli Local Committee	Mr T.Krishna Reddy	Chairman	
		Mr T.Sathi Reddy	Vice Chairman	
		Mr K.Srinivasa Reddy	Treasurer	
		Mr Sathi Madhusudhan Reddy	Member	
		Mr K.Basivi Reddy	Member	
5	Ravulapalem Local Committee	Mr K.Satyanarayana Reddy	Chairman	

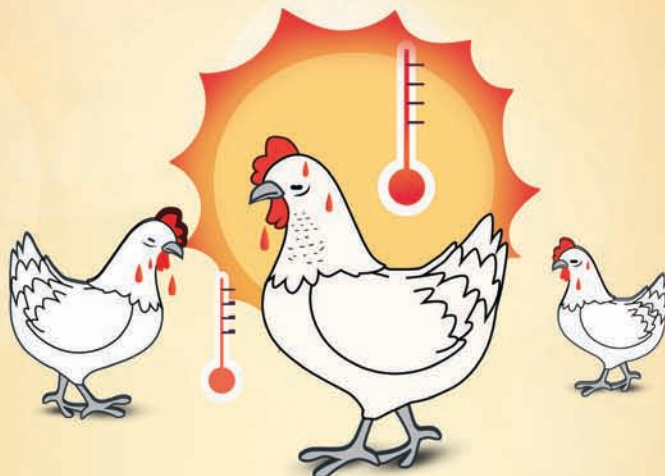




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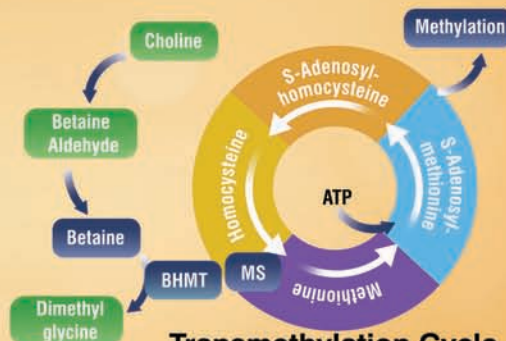
Improved resistance to coccidiosis

Improves carcass quality

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Broilers - 0.5-1 | Layers - 0.2-0.5 | Breeders - 0.5-1.2

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S.No.	Name of the Zonal / Local Committee	Name	Position
		Mr M.Sura Reddy	Vice Chairman
		Mr G.Satyanarayana Reddy	Treasurer
		Mr M.Surveshwara Reddy	Member
		Mr K.V.Rama Krishna Reddy	Member
6	Mukkinada Local Committee	Mr T.Rama Reddy	Chairman
		Mr T.Chendra Shekar Reddy	Vice Chairman
		Mr B.Bhaskara Reddy	Treasurer
		Mr N.Narayana Reddy	Member
		Mr K.Vikash Reddy	Member
7	Peddapuram(Rural)Local Committee	Mr D.V.Raju	Chairman
		Mr P.Ewarulu	Vice Chairman
		Mr K.Srinivasa Rao	Treasurer
		Mr Ch.Rama Reddy	Member
		Mr Tamalampudi Potha Reddy	Member
8	Anaparti Local Committee	Mr M.Gangi Reddy	Chairman
		Mr K.Appa Reddy	Vice Chairman
		Mr Velagala Jayakiran	Treasurer
		Mr G.V.Rama Reddy	Member
		Mr P.Srinivasa Reddy	Member
	<b>Anaparti Zonal Committee</b>	Mr K.V.Mukunda Reddy	Chairman
		Mr M.Satyanarayana Reddy (Babi)	Vice Chairman
		Mr Sathi Srinivasa Reddy	Treasurer
		Mr K.S.Prakash Reddy	Member
		Mr PBhaskar Reddy	Member
20	<b>Miraj Zone</b>		
	1 Karad Local Committee	Mr Subhash Ramchandra Joshi	Chairman
		Mr Sanjay Dhondiram Patil	Vice Chairman
		Mr Prabhakar Shankar Kalayani	Treasurer
		Mr Vikram Manikrao Pharne	Member
			Member
	2 Vita Local Committee	Mr Sharad Krishna Rawtale	Chairman
		Mr Vikas Vitthal Sapkal	Vice Chairman
		Mr Vijay Sudam Salunkhe	Treasurer
		Mr Prashant Ramchandra Bhosale	Member
		Mr Mahadev Dinkar Ingavale	Member
	3 Kolhapur Local Committee	Mr Dilip Sukhdev Dhisale	Chairman
		Mr Yashwant Ramachandra Patil	Vice Chairman
		Mr Arvind Patil	Treasurer
		Mr Laxman Sankarrao Kulkarni	Member
		Mr Vikas Prakash Kavade	Member
	4 Miraj Local Committee	Mr Mohammad Sikandar Bagwan	Chairman
		Mr Sanjay Bhanudas Patil	Vice Chairman
		Mr Nandkumar Nagargoje	Treasurer
		Mr Sunny Sanjay Patil	Member
		Mr Shivaji Dattu Shinde	Member
	<b>Miraj Zonal Committee</b>	Mr Sanjay Dhondiram Patil	Chairman
		Mr Prashant R Bhosale	Vice Chairman





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S.No.	Name of the Zonal / Local Committee		Name	Position
			Mr Yeshwant Ramachandra Patil	Treasurer
			Mr Mohammad Sikandar Bagwan	Member
			Mr Appaso Uttam Yadav	Member
21	<b>Godavari Zone</b>			
	1	Eluru Local Committee	Mr Reddy Srinivas	Chairman
			Mr Malireddy Bharath Reddy	Vice Chairman
			Mr Kantamani Kamal Kumar	Treasurer
			Mr S.V.S.S.Gupta	Member
			Mr Mallina Ranga Rao	Member
	2	Allampuram Local Committee	Mr Gpdotjo Gangadhara Rao	Chairman
			Mr Dandu Rama Raju	Vice Chairman
			Mr Emmani Raveendra	Treasurer
			Mr Kasireddy Apparao	Member
			Mr Godithi Naga Lokesh	Member
	3	Undrajavaram Local Committee	Mr Mallina Srinivas	Chairman
			Mr Gannamani Venkata Subrahmanyam	Vice Chairman
			Mr Achanta Venkata Krishna	Treasurer
			Mr Mudunuri Ravindra Raju	Member
			Mr Burugupalli Mohana Rama Rao	Member
	4	Kanuru Local Committee	Mr Anaparthi Satyanarayana	Chairman
			Mr Parimi Kasi Viswanadham	Vice Chairman
			Mr Eedupganiti Lakshmana Rao	Treasurer
			Mr Ambati Braiahmaiah	Member
			Mr Thumu Narayanrao	Member
	5	Gummampadu Local Committee	Mr Gunturi Somaraju	Chairman
			Mr V Venkata Ramakrishnam Raju	Vice Chairman
			Mr Chundru V V Ramakrishna Srinivas	Treasurer
			Mr Yalamati Bandari Narayana	Member
			Mr Lenka Ramakrishna	Member
	6	Attili Local Committee	Mr Irri Srinivasa Venkata Ramana	Chairman
			Mr Borusu Jogarao	Vice Chairman
			Mr Kakarla Srinivas	Treasurer
			Mr Kasireddy Trimurthulu	Member
			Mr Peela Srinivasa Rao	Member
	7	Bhimavaram Local Committee	Mr Penumarthi Mohan	Chairman
			Mr Kalidindi Sita Rama Raju	Vice Chairman
			Mr Dandu Rama Krishnam Raju	Treasurer
			Mr Penmetsa Venkata Rama Raju	Member
			Mr Gandhiraju Veerabhadra Raju	Member
	8	Palakol Local Committee	Mr Penmatsa Satya Sai Babu	Chairman
			Mr Meka Srinivasa Rao	Vice Chairman
			Mr Indukuri Subramanyam Raju	Treasurer
			Mr Samantapudi Styanarayana Raju	Member
			Mr Ravuri Ram Mohan Rao	Member
	9	Rajahmundry Local Committee	Mr I.R.Ganesh Chowdary	Chairman
			Mr Pendurthi Hanumantha Rao	Vice Chairman
			Mr Polina Sarveswara Rao	Treasurer





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S.No.	Name of the Zonal / Local Committee	Name	Position
		Mr Inapakolla Venkata Prasad	Member
		Mr Kante Ganesh	Member
10	Nidadavolu Local Committee	Mr Atkuri Doraiah	Chairman
		Mr Kosuri Appa Rao	Vice Chairman
		Mr Parimi Satyanarayana	Treasurer
		Mr Nandigam Srinivasa Chowdary	Member
		Mr Kakarla Divakar Sanjeev Kumar	Member
11	Mandapeta Local Committee	Mr Rimmalapudi Narayana	Chairman
		Mr Satti Lakshman Reddy	Vice Chairman
		Mr Vantipalli Srinivasa Rao	Treasurer
		Mr Inapakolla Sattiraju	Member
		Mr Valluri Saikumar	Member
12	Peddapuram Local Committee	Mr Bhurugupalli Srirama Rao	Chairman
		Mr Marni Ramesh	Vice Chairman
		Mr Chiliki Veera Venkata Satya Dorababu	Treasurer
		Mr Yannam Ramanna Chowdary	Member
		Mr Gorripati Yatish Chandra	Member
13	Tanuku Local Committee	Mr Bhupathiraju Sai Varma	Chairman
		Mr Penumarthi Gopi Baswanth	Vice Chairman
		Mr Veturi Venkata Krishnam Raju	Treasurer
		Mr Akkina Venkata Rama Mohan Rao	Member
		Mr Gudivada Venkata Rama Satya Kumar	Member
	<b>Godavari Zonal Committee</b>	Mr Mallina Srinivas	Chairman
		Mr Valluri Saikumar	Vice Chairman
		Mr Veturi Venkata Krishnam Raju	Treasurer
		Mr Parimi Satyanarayana	Member
		Mr Imminni Subba Rao	Member
22	<b>Kolkata/Midnapur Zone</b>		
	1 Kharagpur Local Committee	Mr Balai Sanki	Chairman
		Mr Samtanu Paul	Vice Chairman
		Mr Premchand Saha	Treasurer
		Mr Digbijoy Hajra	Member
		Mr Alakesh Gangulu	Member
	2 Bankura Local Committee	Mr Bablu Kundu	Chairman
		Mr Sabita Samanta	Vice Chairman
		Mr Sumanata Bisui	Treasurer
		Mr Rajesh Kumar	Member
		Mr Manthu Ghosh	Member
	3 Garbeta Local Committee	Mr Pradeep Chatterjee	Chairman
		Mr Sushil Kumar Dey	Vice Chairman
		Mr Gouramga Nandi	Treasurer
		Mr Sanatan Das	Member
		Mr Chinmoy Karan	Member
	4 Kolkata/Midnapur Local Committee	Mr Siddharta Simha	Chairman
		Mr Angshuman Dogra	Vice Chairman
		Mr Sk.Amirul Haque	Treasurer
		Mr Shibsankar Paul	Member



S.No.	Name of the Zonal / Local Committee		Name	Position
			Mr Subhrajit Nandi	Member
		Kolkata/Midnapur Zonal Committee	Mr Madan Mohan Maity	Chairman
			Mr Sanat Sarkar	Vice Chairman
			Mr Ranjan Nath	Treasurer
			Mr Palash Dey	Member
			Mr Shaymal Bose	Member
23	<b>Namakkal Zone</b>			
	1	Pudanchandai Local Committee	Mr R.Prabhu	Chairman
			Mr N.Govindharaj	Vice Chairman
			Mr M.Thangavel	Treasurer
			Mr S.Premraj	Member
			Mr C.Raju	Member
	2	Paramathi Local Committee	Mr A.Balusamy	Chairman
			Mr P.Velusamy	Vice Chairman
			Mr K.Chinnusamy	Treasurer
			Mr D.Dharmalingam	Member
			Mr P.Palaniappan	Member
	3	Rasipuram Local Committee	Mr S.Venkatachalam	Chairman
			Mr R Vetrivel	Vice Chairman
			Mr K Sivakumar	Treasurer
			Mr S Natesan	Member
			Mr M Vasantharajan	Member
	4	Mohanur Local Committee	Mr C.Rajendran	Chairman
			Mr K.Ravichandran	Vice Chairman
			Mr N.Sadasivam	Treasurer
			Mr K.Veerakumar	Member
			Mr P.Kuppusamy	Member
	5	Namakkal Local Committee	Mr R Anandhan	Chairman
			Mr R Ganapathy	Vice Chairman
			Mr P Suresh	Treasurer
			Mr M Sarathkumar	Member
			Mr E.K.P.Raajenthara	Member
	6	Palladam Local Committee	Mr S N Nithyanandam	Chairman
			Mr S Umapathy	Vice Chairman
			Mr V EaswaraMoorthy	Treasurer
			Mr S Narendran	Member
			Mr R Karthikeyan	Member
	7	Erode Local Committee	Mr S Moorthy @ Datchinamoorthy	Chairman
			Mr S R Palanisamy	Vice Chairman
			Mr Gopurathinam D	Treasurer
			Mr O C Chenniyappan	Member
			Mr M P Sekar	Member
	<b>Namakkal Zonal Committee</b>		Mr K.Singaraj	Chairman
			Mr V P Shanmugam	Vice Chairman
			Mr K Sundarajan	Treasurer
			Mr R Subramani	Member
			Mr S Duraisamy	Member



S.No.	Name of the Zonal / Local Committee		Name	Position
24	<b>Vijayawada Zone</b>			
	1	Kankipadu Local Committee	Mr K.Umakanth	Chairman
			Mr A.Sudhakar Reddy	Vice Chairman
			Mr G.koteswara Rao	Treasurer
			Mr D.Rama Mohan Rao	Member
			Mr K.Benarjee	Member
	2	Gannavaram Local Committee	Mr B.Koteswara Rao	Chairman
			Mr Y.Bhaskar Reddy	Vice Chairman
			Mr BH.Venkata Reddy	Treasurer
			Mr Y.Ashok Reddy	Member
			Mr Aravind Reddy	Member
	3	Nunna Local Committee	Mr D.Siva Shankar Prasad Reddy	Chairman
			Mr BH.Nagi Reddy	Vice Chairman
			Mr A.Suryanarayana	Treasurer
			Mr G.Venkateswara Reddy	Member
			Mr BH.Mutha Reddy	Member
	4	Nuziveedu Local Committee	Mr D.Sivasesha Reddy	Chairman
			Mr Donthireddy Veera Reddy	Vice Chairman
			Mr Y.Satyanarayana Murthy	Treasurer
			Mr Donepudi Satyanarayana	Member
			Mr Vadlamudi Balakrishna	Member
	5	Challapalli Local Committee	Mr Atuluri Prasanth Chowdary	Chairman
			Mr Nadella Praneeth	Vice Chairman
			Mr Tummala Ramakrishna	Treasurer
			Mr Kolli Hema Ganesh	Member
			Mr Thota Naga Seshu	Member
	6	Kuchipudi Local Committee	Mr Gogineni Perumallu	Chairman
			Mr Valiveti Durga Nageswara Rao	Vice Chairman
			Mr Srikakulapu Srinivasa Rao	Treasurer
			Mr M.Balakrishna	Member
			Mr G.L.N.prasad	Member
	7	Prattipadu Local Committee	Mr G.Kiran Kumar	Chairman
			Mr R.Subba Rao	Vice Chairman
			Mr K.Uma Maheswara Rao	Treasurer
			Mr Ch.Venkatakrishna Rao	Member
			Mr Ch.Ramakrishna	Member
	8	Bapatla / Tenali Local Committee	Mr Bimavarapu Sankar Reddy	Chairman
			Mr P.Sivarami Reddy	Vice Chairman
			Mr V.Kishore Reddy	Treasurer
			Mr A.Nagi Reddy	Member
			Mr G.Srinivasa Reddy	Member
	9	Pamaru Local Committee	Mr D.Venkateswara Rao	Chairman
			Mr S.Chandra Sekhar	Vice Chairman
			Mr D.Kishore	Treasurer
				Member
				Member
	10	Guntur Local Committee	Mr V.Sitha Rami Reddy	Chairman



S.No.	Name of the Zonal / Local Committee		Name	Position
			Mr D.S.N.Malleswara Rao	Vice Chairman
			Mr Battula Ravi Kumar	Treasurer
			Mr Y.Sambasiva Rao	Member
			Mr Polu Srinivasa Rao	Member
11	Narsaraopeta Local Committee		Mr P.Pullu Reddy	Chairman
			Mr N.Rama Murthy	Vice Chairman
			Mr S.Venkateswarlu	Treasurer
			Mr P.Srinivasa Naik	Member
				Member
12	Chirala Local Committee		Mr L.Satyanarayana Reddy	Chairman
			Mr P.Prasad	Vice Chairman
			Mr I.Mohan Reddy	Treasurer
			Mr M.Srinivasa Rao	Member
			Mr V.Nageswara Rao	Member
	Vijayawada Zonal Committee		Mr P.Siva Sankar Rao	Chairman
			Mr A.Prasanth Chowdary	Vice Chairman
			Mr C.Jaji Babu	Treasurer
			Mr L.Satyanarayana Reddy	Member
			Mr D.Siva Sesha Reddy	Member
25	Vizag Zone			
	1	Vizag Local Local Committee	Mr Doppalapudi Vasantha Rao	Chairman
			Mr Maganti Sivarama Krishna	Vice Chairman
			Mr Jami Naga Raju	Treasurer
			Mr Maganti Anjaiah	Member
			Mr A.Raja Sekhar Reddy	Member
	2	Anakapalli Local Committee	Mr Karri.Gangi Reddy	Chairman
			Mr Annepu Siva Prasad	Vice Chairman
			Mr Venkat Kusampudi	Treasurer
			Mr Anne Venkata Suresh	Member
			Mr Ch.Uma Maheswara Rao	Member
	3	Vijayanagaram Local Committee	Mr Bharinikana Srinivas	Chairman
			Mr Vuppala Harish Babu	Vice Chairman
			Mr Chitturi Sai Krishna	Treasurer
			Ms.Madagala Nagalakshmi	Member
			Mr Pathivada Ramesh	Member
	4	Srikakulam Local Committee	Mr Kovvuri Abbai Reddy	Chairman
			Mr Kolluru Venkata Nageswara Rao	Vice Chairman
			Mr Kotagiri Murali Krishna Rao	Treasurer
			Mr Palikili Krishna Rao	Member
			Mr Guruvu Srinivasa Rao	Member
		Vizag Zonal Local Committee	Mr Talasila Sridhar	Chairman
			Mr Velagala Srinivasa Reddy	Vice Chairman
			Mr Y.Srinivasa Rao	Treasurer
			Mr Gavara Appa Rao	Member
			Mr Anne Venkata Narasimha Rao	Member
26	Warangal Zone			
	1	Nizamabad Local Committee	Mr Nomula Ashok	Chairman



S.No.	Name of the Zonal / Local Committee	Name	Position
		Mr Yerram Shravan	Vice Chairman
		Mr Vempally Vinodh Goud	Treasurer
		Mr K.Chinnaya	Member
		Mr Jana Muthenna	Member
2	Karimnagar Local Committee	Mr S.Srinivas Reddy	Chairman
		Mr K.Srinivas	Vice Chairman
		Mr P.Narsimha Reddy	Treasurer
		Mr Anandi Bapu Reddy	Member
		Mr T.Tirupathi Goud	Member
3	Khammam Local Committee	Mr P.Kiran Kumar	Chairman
		Mr Chava Shiva	Vice Chairman
		Mr Rama Rao	Treasurer
		Mr P.Murali Mohan	Member
		Mr Shiva	Member
4	Nalgonda Local Committee	Mr P.Ravi Kiran Prasad	Chairman
		Mr P.Nagi Reddy	Vice Chairman
		Mr A.Hari Babu	Treasurer
		Mr V.Surendra Babu	Member
		Mr N.Damodar	Member
5	Warangal Local Committee	Mr A.Chandraiah	Chairman
		Mr D.Karunakar Reddy	Vice Chairman
		Mr K.Rajeshwar Rao	Treasurer
		Mr P.Pratap Reddy	Member
		Mr N.Nishanth	Member
6	Adilabad Local Committee	Mr K.Mahender Reddy	Chairman
		Mr K.Narayana Reddy	Vice Chairman
		Mr P.Vishweshwar Rao	Treasurer
		Mr B.Laxmi Narayana	Member
		Mr P.Pitcheshwar Rao	Member
	<b>Warangal Zonal Committee</b>	Mr E.Pradeep Kumar Rao	Chairman
		Mr M.Nishanth Kumar	Vice Chairman
		Mr P.Kiran Kumar	Treasurer
		Mr T.Subramanyam	Member
		Mr B.Srinivas Reddy	Member
27	<b>Lucknow Zonal Committee</b>	Mr Vikash Seth	Chairman
		Mr Ravindra Singh Bais	Vice Chairman
		Mr Dhirendra Chaudhary	Treasurer
		Mr Tilak Raj Gulati	Member
		Mr Chandra Shekhar Kumar	Member
28	<b>Hyderabad Zone</b>		
	1 Nizamabad / Karimnagar Road Local Committee	Mr M.Ramgopal Reddy	Chairman
		Mr Cholleti.Naresh	Vice Chairman
		Mr Y.Pavan Kumar Reddy	Treasurer
		Mr Ch.Rambhoopal Reddy	Member
		Mr K.Srinivas Rao	Member
	2 Kadthal Road Local Committee	Mr S.Narsimha Reddy	Chairman
		Mr M.Gouri Shankar	Vice Chairman



S.No.	Name of the Zonal / Local Committee	Name	Position
		Mr K.Dilip Kumar	Treasurer
		Mr K.Kumar	Member
		Mr E.Shekar Reddy	Member
3	Nagarjuna Sagar Road Local Committee	Mr Chinaganta Raja Sekhar Reddy	Chairman
		Mr Madugula Karunakar Reddy	Vice Chairman
		Mr C.Narender Reddy	Treasurer
		Mr M.Danender Reddy	Member
		Mr C Lachi Reddy	Member
4	Shamshabad Road Local Committee	Mr G.Raji Reddy	Chairman
		Mr G.Chandrakanth Reddy	Vice Chairman
		Mr G.Narender Reddy	Treasurer
		Mr G.Chandramohan Reddy	Member
		Mr S.Krishna Reddy	Member
5	Gandipet Local Committee	Mr T.Joji Reddy	Chairman
		Mr I.Saikrishna	Vice Chairman
		Mr K.Nageshwar Rao	Treasurer
		Mr P.Fathima Reddy	Member
		Mr G.Mallikarjun	Member
6	Mahaboob Nagar Local Committee	Mr R.Madhava Reddy	Chairman
		Mr Gandam Venkat Ramana	Vice Chairman
		Mr Ranga Devendar	Treasurer
		Mr T.Anji Reddy	Member
		Mr Naqeeb	Member
7	Vijayawada Road Local Committee	Mr Parne Malla Reddy	Chairman
		Mr Vangeti.Ranga Reddy	Vice Chairman
		Mr Rokkam.Srinivas Reddy	Treasurer
		Mr K.Manipal Reddy	Member
		Mr G.Charan Reddy	Member
8	Warangal Road Local Committee	Dr Chitti Raghunath Reddy	Chairman
		Mr K.Sudarshan Reddy	Vice Chairman
		Mr Paka Vinod	Treasurer
		Mr V.Vishnuvardhan Reddy	Member
		Mr P.Srinivas Reddy	Member
	<b>Hyderabad Zonal Committee</b>	Mr Gurram.Chandra Shekhar Reddy	Chairman
		Mr Vangeti Bala Krishna Reddy	Vice Chairman
		Mr Vemula Kondal Rao	Treasurer
		Mr Peddireddy Venu Madhava Reddy	Member
		Mr Gollapalli Chandra Mohan Reddy	Member

**Note: Other details will be published in June 2024 issue of Poultry Fortune**



# Nutreco has a strong focus to grow in the Indian sub-continent

- Dr Saurabh Shekhar, Managing Director - Nutreco South Asia



Dr Saurabh Shekhar,  
Managing Director - Nutreco South Asia

**We have both organic and inorganic growth plans for expansion of our footprints in South Asia. We would like to explore options to make inroads into the B2F segment of layer and dairy market that presents huge market potential, said Dr Saurabh Shekhar, Managing Director - Nutreco South Asia covering both the divisions – Trouw Nutrition and Skretting in an interview by M.A. Nazeer, Editor, Poultry Fortune. Excerpts:**

**Poultry Fortune:** Tell us about your poultry nutrition and healthcare company?

**Dr Saurabh Shekhar:** We are **Nutreco**, the global leader in animal and aqua nutrition. It has two divisions – **Trouw Nutrition** which is in animal nutrition offering feed specialties, feed additives, premixes and smart blends for poultry, dairy and aquaculture; and **Skretting**, the global aqua feed and nutrition leaders. Our purpose is Feeding the Future that motivates us to pursue sustainable development in animal protein sector through innovative solutions. With more than 11,000 employees globally and > 100 production plants in 37 countries, we are proud to say that we produce 9.4 m MT of animal products annually.

In India, we have a subsidiary of Nutreco with headquarters in Hyderabad,

Telangana, catering to the entire South Asia.

**Poultry Fortune:** Promoters of Nutreco?

**Dr Saurabh:** Nutreco is a subsidiary of **SHV Holdings N.V.**, a family-owned multinational with net sales of €23 billion in 2023. With more than

125 years of rich history, SHV is a family of companies active in energy distribution, cash-and-carry wholesale, heavy lifting and transport activities, industrial services, animal nutrition and aquafeed, providing private equity, testing, inspection and certification (TIC) and exploration, development and production of oil and gas through its eight companies. SHV employs more than 60,000 people with presence in more than 70 countries.

**Poultry Fortune:** Global Head Quarters and Indian Head Quarter?

**Dr Saurabh:** Nutreco has its headquarters in Amersfoort, The Netherlands. The headquarter is shared with Trouw Nutrition in The Netherlands. Skretting started with Salmon sp. before it became the global leader across species in aquaculture and continues with its headquarters in Stavanger, Norway.

**Poultry Fortune:** Where do you have your production units situated?

**Dr Saurabh:** In India, we have invested into two production units within a short duration of 5 years. In 2020, we commercially launched our state-of-the-art production facility for premixes and specialized feed additives for



Trouw Nutrition Experimental Feed Plant, Spain





The Bubble - Skretting, Norway

Trouw Nutrition at Jadcherla, about 70 kms from Hyderabad, Telangana. Subsequently, we built our first feed factory for Skretting as our commitment to Indian sub-continent at Mangrol, about 60 kms from Surat, Gujarat.

**Poultry Fortune:** Key persons of the company with designation and contact details in India?

**Dr Saurabh:** We currently employ more than 200 people and the South Asian unit is led by Dr Saurabh Shekhar – MD, Nutreco South Asia. We can be reached at [customercareindia@trouwnutrition.com](mailto:customercareindia@trouwnutrition.com) for queries related to Trouw Nutrition and at [india@skretting.com](mailto:india@skretting.com) for queries related to Skretting.

**Poultry Fortune:** Category of products being manufactured / marketed? Names of products ?

**Dr Saurabh:** As earlier mentioned, we

provide solutions and services across species and life stages. **Trouw Nutrition** has been serving feed millers, integrators and farmers for more than 90 years with a focus on Feed-Farm-Health to bring improvement in animal productivity and profitability. We have a programme or solution-based approach that focuses on the following 5 innovation pillars:

- 1. Early Life Nutrition:** Maximizing the genetic potential of production animals by investing in the young animal and pre-parturition period is essential to enable farmers to gain maximum production results. Products like **ChickCare** and **PullyCare** for broiler and layer, and **Sprayfo** are part of our Life Start solutions to set performance for life.
- 2. Healthy Life:** We want to empower our customers to reduce reliance on non-sustainable solutions like

antimicrobials to be better prepared for the future challenges. A core part is to ensuring healthy animal throughout life cycle. We work on feed management solutions like **trace mineral nutrition** – next generation minerals **Intellibond** (Hydroxy Trace Minerals), **Optimin** (Organic Trace Minerals) and **IntelliOpt** (IntelliOpt + Intellibond) are developed to ensure better bioavailability of minerals and optimize mineral availability as per animal's nutritional requirement. Our **Trouw Premixes** are also formulated as per customer requirement with support from our experts while ensuring homogenous, superior quality premixes that provide consistent results. Besides feed management, to ensure healthy life, we also provide solutions for health and farm management through products like **Selacid GG** and **Selko**



Team - Trouw Nutrition India at Factory site



Skretting India Factory Launch



On farm customer support by Skretting team





Dr Saurabh Shekhar

pH that are formulated to ensure better gut health and control microbes that negatively impact bird health.

**3. Feed Safety & Quality:** Feed and food safety is critical to ensuring sustainable development. Through a range of products like **Toxo-MX**, **Toxo**, and **Toxo-XL** we ensure management of growing mycotoxin challenges as the raw material quality remains uncertain. Our moisture management and mould control solution brand **Fylax** is available in both liquid and powder form with different specs to cater to the wider requirements of different customer segments. An important part to ensuring feed safety is advanced

diagnostic solutions like **Mycomaster**, a rapid analysis tool that measures all 6 major mycotoxins.

**4. Sustainable Precision Farming:** We also aim to deliver integrated, data-driven solutions, services and platforms to our customers to provide them the right insights and support decision-making for business success. Under **NutriOpt**, our suite of integrated digital solutions we provide feed and mycotoxin analysis, nutritional insights, feeding programs, and optimization models. We also bring solutions like **NutriOpt On-site Advisor (NOA)** for quick on-site assessment of raw materials and finished feed.

#### Recent launch of product:

We also continuously look for breakthrough solutions through our discovery branch, **NutEx** (Nutreco Exploration). As a result of the R&D, we recently launched a new line of product under phylogenics, **Fytera**, that unlocks the real value of plants to support animal performance.

#### Skretting pioneering Aqua Nutrition space:

**Skretting**, has been pioneering the aqua nutrition space with extensive R&D and innovation – an expertise that is developed over the past 125 years. Skretting provides solution across life stages with focus on Nutrition – Farm – Health. We cater to the below categories:

**1. Life start solutions:** We continuously innovate to bring new generation marine hatchery diets like **Elevia**, **PL** and **White Tiger** which ensure better larva health and robustness while managing the pond environment. We also have solutions for fish segment under **Gemma** and **Micro** brands. To ensure a healthy broodstock, **Vitalis** is designed to ensure higher nauplii production and manage disease risks. **Ori**, artemia enrichment diet, is formulated with highly balanced nutritional components to allow optimal uptake, encapsulation and retention.



SK AI research station Chile



2. **Nursery solutions:** Survival and growth is critical at nursery stages. **Lorica**, our nursery diet, has immuno stimulants to ensure nutritional requirements are fulfilled with better survival and growth.
3. **Grower diets:** Diets that fulfill the nutritional requirements of shrimp and fish need to be based on their physiology, raw material nutrient profiling, feeding habits and frequency. An in-depth study of these criteria led to development of the concept of Optiline – optimum nutrition lines – under which we produce **Gamma** for *L. vannamei*, **Kuroline** for *P. monodon*, and **Stella** for Sea Bass and Murrel.
4. **Water treatment:** Pond ecosystem can be very complex and challenging but with right solutions it is controllable. Our range of probiotics – **AquaCare Control and Eliminator**– help to manage the pond microbes and ensure beneficial bacteria while managing the sludge formed during culture. **AquaCare 3D** is a powerful disinfectant that provide triple protection against bacteria, virus and fungi.
5. **Health supplement:** To better support our farmer's production and profitability, we introduced health supplements last year for better gut health – **Santron**, and to manage the stressful conditions – **Relaxx**.
6. **Precision nutrition:** We realise the importance of technology in bringing maximum benefits to



Bird's eye view of Skretting India facility

the farmers. **Skretting 360<sup>+</sup>** is our unique proposition based on three pillars of precision nutrition, farm management and technical support that empowers farmers to achieve better growth at optimised costs on their farms.

With Skretting too, we innovate and perform R&D to bring breakthrough solutions and recently launched our prime functional feed, **Armis** that builds up resilience of shrimp to manage disease challenges and related stressors.

**Poultry Fortune:** Results of R & D? Collaborate with institutions:

**Dr Saurabh:** As a research-driven organisation, we conduct research at our research units as well as collaborate with research institutions worldwide for local validations. We have 16 research and laboratory units worldwide 6 research facilities for Trouw Nutrition to conduct research trials for poultry, dairy, calves, swine and ingredients, supported by our central laboratory Master Lab;

7 research stations under Skretting's Aquaculture Research Centre (ARC) to conduct research on 9 key species including shrimp. We invest more than approx. **€35 million** annually into R&D. This significant investment underscores our commitment to innovation and ensuring that our nutritional solutions remain at the forefront of scientific advancement, continuously addressing the evolving needs of our customers and industries and achieve our purpose of Feeding the Future.

We have over 200 collaborations with research institutions worldwide. In India, we have established collaborations with leading institutions like Bangalore Veterinary College, Ludhiana Veterinary College among others. We also have tie-up with known research centres like AgriVet as per the strategic requirements.

**Poultry Fortune:** How is the progress and development after setting up factory in India?



Nutreco South Asia team



**Dr Saurabh:** We pride ourselves in being a customer-centric organization and the objective of setting up the factories in India was to come closer to our customers addressing challenges related to logistics and turn around time. We have been able to successfully meet the challenges while also providing more customized solutions esp. with our factory for Trouw Nutrition. Overall, our progress and development in India is in line with our strategic plan. This success is largely attributed to the unwavering support of our customers and farmers, whose feedback and collaboration have been invaluable in shaping our journey and achievements.

**Poultry Fortune:** The companies you have acquired in recent times. What is the present status?

**Dr Saurabh:** We take a very systematic and conscious approach to investments through NuFrontiers, the investment arm of Nutreco. We look for companies that align with our purpose of Feeding the Future via digital interventions or by bringing efficiencies and advancements into animal and aqua nutrition. In India, we have invested into two companies - **Eruvaka**, is an Internet of Things (IoT) based organization that aims to improve efficiency in aquaculture. We have also invested in **Stellapps**, another IoT organization that works in the entire dairy value chain.

**Poultry Fortune:** How is your sales & Technical Service network in India?

**Dr Saurabh:** Our sales and technical service network is spread across India with the focus on production hubs. Our sales team is equipped with right services to provide on-field solutions to customers. Technical team includes subject-matter specialists – veterinarians and fishery graduates – who have rich experience in their respective sectors and constantly support farmers to manage the various conditions on field for better productivity and profitability.

**Poultry Fortune:** How many dealers and distributors you have in the country?

**Dr Saurabh:** Our business partners (dealers and distributors) are one of the most important stakeholders for us and we have developed a robust network of dealers and distributors across the country. We currently have

over 20 distributors network for Trouw Nutrition and more than 140 authorized dealers for Skretting.

**Poultry Fortune:** How is the acceptance level of your products from the customers? What are the best aspects for the benefit of your customers / integrators / breeders etc ?

**Dr Saurabh:** We have been fortunate to have received the trust of our customers who have seen the results from our high-quality products. While we entered the Indian market at a later stage, but have been able to create significant brand presence in a short duration. We believe our USP lies in bringing innovative yet practical solutions that cater to current challenges while also ensuring sustainable growth. We do not work in silos but bring integrated approach to ensure right solution and service while also involving in knowledge sharing to bring latest information to our customers.

**Poultry Fortune:** There are comments that healthcare companies are using harmful chemicals and antibiotics in their products, which is harmful to chicken & egg consumers? What do you say on it?

**Dr Saurabh:** Misinformation and misrepresentation are the biggest cause of concern in today's fast paced digitally

connected world. We advocate safe chicken and egg consumption as protein demand continues to rise and animal protein is going to play a critical role in fulfilling this demand. Animal protein is also widely known for its high bioavailability and health benefits.

**Poultry Fortune:** What are your future plans and targets?

**Dr Saurabh:** We have both organic and inorganic growth plans for expansion of our footprints in South Asia. We would like to explore options to make inroads into the B2F segment of layer and dairy market that presents huge market potential. Simultaneously, being closer to customers in growth geographies and high potential areas will remain a priority.

**Poultry Fortune:** Message to targeted customers and other stakeholders in the industry?

**Dr Saurabh:** We would like to thank our customers, business partners and stakeholders for their support and look forward to receiving the same in coming years as we grow mutually. We remain open for feedback and listening to our stakeholders and aim to continue bringing quality products and services to support Indian livestock and aquaculture industry.



The advertisement features a cartoon chicken on the left and a roasted chicken on a plate on the right. The text in the center reads: "So Tasty... So Healthy... Just looking like a WOW!!". At the top is the PF&BA logo, and at the bottom is the text: "Issued In Public Interest By Poultry Farmers & Breeders Association, Maharashtra".



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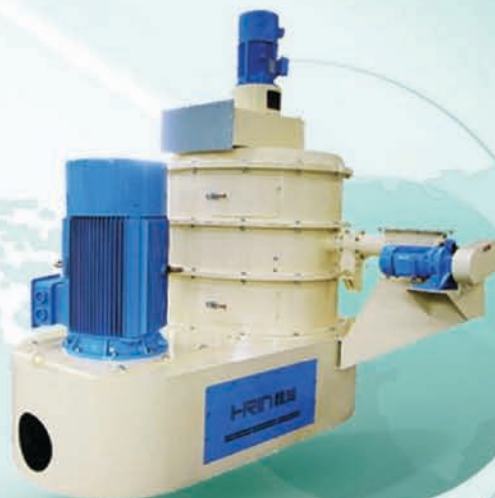


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Totally enclosed spraying space, Precision & Efficient spraying proportion widely ranged from 2%-30%.



# Our ambition is to work at the forefront of science and technology by pioneering new, more sustainable and efficient ways to improve animal nutrition and health

- Ivo Lansbergen, President, ANH, **DSM – Firmenich**

*We started with the first synthesis of vitamins in 1934 and have ever since continued to deliver nutritional and health innovation to the market. These include feed and gut-health enzymes, mycotoxin deactivators, and alternative solutions like algae-based omega-3 fatty acids and soon-to-come fermentation-based proteins, said Mr Ivo Lansbergen, President of Animal Nutrition & Health at **dsm-firmenich** in an interview to Aqua International Editor M. A. Nazeer. Excerpts:*



**Ivo Lansbergen, President**  
- Animal Nutrition and Health, DSM - Firmenich

**Poultry Fortune:** How is your visit to India?

**Ivo Lansbergen:** I concluded my 10-day tour of Asia with a visit to India from 14 to 16 April 2024. The tour, which began in China and continued through the Philippines and Singapore, was designed to strengthen customer relations, visit the Jadcherla plant near Hyderabad and engage with stakeholders to deepen his understanding of the Asian market.

**PF:** What are the developments you are making in India with regard to production facilities, supply and the people?

**Ivo Lansbergen:** Future plan for India. One of the key aspects of ANH is to expand beyond traditional blending operations and move into the

production of feed additives. This strategic shift will not only support domestic demand but also enable the company to export these additives to international markets. By establishing in-house manufacturing capabilities for feed additives, the company aims to diversify its product portfolio, strengthen its supply chain, and open up new revenue streams through global exports. This approach underscores the company's commitment to innovation and growth while providing a competitive edge in the animal nutrition industry.

**PF:** Some time back you announced a new company: DSM-Firmenich and separating out Animal Nutrition

and Health from DSM-Firmenich Group. Could you elaborate on it?

**Ivo Lansbergen:** DSM-Firmenich announced on February 15 a plan to separate out the Animal Nutrition & Health (ANH) business from the Group. ANH is driven by different dynamics to the rest of the Group, which has become even more apparent with the unprecedented challenges in the vitamins market.

dsm-firmenich believes that the full potential of the ANH business could be best realized through a different ownership structure for which all potential separation options will be considered. The Company would expect to be in a position to separate the business in the course of 2025.



ANH is a world-leading business with the most complete ingredients portfolio ideally positioned to support a growing population through more sustainable animal farming. ANH, a world-leading company in vitamins and top 3 in performance solutions, delivered more than €3 billion in revenues with approximately 6,000 employees and is headquartered in Switzerland. It helps its customers to deliver healthy animal proteins efficiently and sustainably whilst harnessing the power of data to make animal farming practices more sustainable, productive, and transparent. The business has a unique premix network across the world that helps deliver global products with local solutions and benefits from precision services capability.

We have an amazing team within ANH that has built a global leader with scale, a unique portfolio and unrivalled innovation capabilities to help our customers tackle some of the most challenging food security issues and with a strategy that is strongly focused on Making Animal Farming Sustainable. It is an exciting prospect for our world class team to pursue our ANH strategy.

ANH has an amazing team with unrivalled capabilities in manufacturing, technology, and innovation to help its customers tackle some of the most challenging food security issues. .

**PF:** What kind of products you manufacture for poultry and aquaculture sectors ?

**Ivo:** ANH is the world's leading innovation partner and offers the broadest portfolio of vital nutrients, enzymes, and eubiotics for animal nutrition and health solutions. In three business lines, we offer Essential Products, Performance Solutions and Precision Services.

- **Essential Products:** Our high quality vitamins, premixes and carotenoids are fundamental for the growth and development of farm animals.
- **Performance Solutions:** Our broad portfolio of feed and gut health enzymes, mycotoxin deactivators and Eubiotics create value for farmers whilst meeting environmental and animal health challenges.



**M.A. Nazeer, Editor, Poultry Fortune with Ivo Lansbergen, President – Animal Nutrition and Health, DSM - Firmenich during the later's visit in Hyderabad, India**

- **Precision services:** Our precision services use diagnostics and Life Cycle Assessment and provide data-based personalized recommendations to unlock sustainability-related opportunities and improve animals' health, productivity and welfare.

With feed additives, premixes, and digital services, we improve the health and performance of livestock. We help farmers and the entire value chain to improve animal health, performance and quality of their products. But we don't stop there. We support farmers in the transition to a more sustainable production of animal source foods and drive efficiency. Whether it's neutralizing harmful toxins in feed grain, reducing emissions and feed cost or providing new alternative solutions to reduce the reliance on natural resources. And yes, we also help to improve the quality of dairy, eggs, fish and meat to reduce food loss and waste.

**PF:** DSM has acquired Biomin and Romer Labs ? What is the status of DSM after this acquisition ? Have you also acquired any other companies ?

**Ivo:** Over the last 20 years, ANH has strategically acquired a number of companies and developed the broadest portfolio in Animal Nutrition & Health. Recent acquisitions and successful integrations include companies like Biomin, Romer Lab, Midori and Prodap, Pradact and Adare

**PF:** How many production facilities do you have in India and globally ?

**Ivo:** India - 1 in Jadcharla, Hyderabad

and we are setting up a new plant adjacent to it which will be ready by August / September. ANH operates globally with a unique global network of manufacturing, premix and R&D facilities. In India we are based in Jadcherla. and are investing in a new facilities in adjacent to our existing facility.

**PF:** What is the sales and service network you have in India ?

**Ivo:** We are present in every state in India.

**PF:** What is the size of Nutritional products market in value globally ? What is your share in it ?

**Ivo:** The global Feed Additives market in 2023 was estimated €13 bn (Amino Acids, Vitamins, Carotenoids, Feed Enzymes, Eubiotics, Minerals & Chelates, Nutritional Lipids).

ANH is a global leader in with an important market share in vitamins & premixes and a top 3 company in the growth segment of performance solutions.

**PF:** What do say on usage of Antibiotics as Growth promoters in Poultry and Livestock sector ?

**Ivo:** Antimicrobial resistance is flagged as one of the major issues for humanity. Unless tackled, it will become the single leading cause of death worldwide by 2050.

Watch our video on Antimicrobial resistance: [https://www.youtube.com/watch?v=gr\\_reSTPH9Y](https://www.youtube.com/watch?v=gr_reSTPH9Y)

The good news is that the prevalence of antimicrobial resistance is reversible and goes down again with the avoidance of the use of antibiotics. To preserve the medicinal value of antibiotics, their application in farming should be limited to therapeutic use or disease prevention if needed.

Health through optimum nutrition, precision analytics and feed additives can all contribute to reducing the need for antibiotics in livestock. Science-based solutions from ANH along with biosecurity and veterinary services are proven to work in commercial settings to keep animals healthy, support farm profitability and enhance the sustainable production of safe, nutritious food.



Watch our video on Antimicrobial resistance: [https://www.youtube.com/watch?v=gr\\_reSTPH9Y](https://www.youtube.com/watch?v=gr_reSTPH9Y)

**PF:** What kind of trends do you expect in future in technology development in Animal Nutrition & Healthcare products manufacturing?

**Ivo:** ANH addresses significant trends that influence the health of people and of the planet by two principal areas of engagement: enabling the sustainable production of animal protein and protecting food security.

Enabling the sustainable production of animal protein

Animal-based proteins are highly nutritious and form a key part of a balanced, healthy diet. Their consumption is also central to many cultures, and animal-source foods and other animal-source products play an important socio-economic role in those cultures. However, livestock production comes at a cost. This cost is increasingly evident. Rising demand for animal protein is driving up greenhouse gas (GHG) emissions and piling pressure on natural resources. In some cases, this pressure has already transgressed accepted planetary boundaries, including the Earth's tolerance thresholds in terms of GHG emissions, biochemical flows, water quality and quantity, land use, and biodiversity.

The agrifood sector is one of the major contributors to global GHG emissions, and almost a third of wild fisheries are overexploited. The sustainability of animal protein production is now front and center in the minds of many, with widespread calls for change from the value chain, policy makers and associated stakeholders.

The world's population is projected to reach 9.7 billion by 2050. At the same time, demand for healthier, balanced, and more nutrient-dense diets is increasing – driven not only by the growth of the world's population but also by changing health awareness and consumer expectations. The possibilities created by a growing range of plant-based alternatives to protein will go some way to filling this gap, although for many in the world these are less accessible and affordable than animal proteins. Demand for animal-source

## Puneet Pokhriyal working to strengthen DSM India

**Mumbai:** Animal Nutrition and Health has been made into three categories globally like Essential products such as vitamins and minerals, Feed additives and Precision services to ensure effective results in production in animal and livestock sector, said Mr Puneet Pokhriyal, Director, West APAC, ANH, DSM.



**Puneet Pokhriyal, Director, West APAC, ANH, DSM**

DSM Nutritional Products has come with a unique product like Verax, which is the world's first blood-based early warning system for critical decision making. This first-of-its-kind technology provides customized nutritional solutions based on your specific results related to peer reviewed research as well as actual in-field results.

Talking to Poultry Fortune Editor, Mr Puneet said that Verax is a data-driven, decision-making tool that helps veterinarians, nutritionists and operations make better decisions about their animals' health. Blood biomarkers are at the heart of our platform and they

are the gold standard for early detection of hidden performance issues.

After joining DSM Nutritional Products India, Mr Puneet Pokhriyal met the key stakeholders in Poultry as well as Aquaculture sectors in India to understand the needs of these sectors and working to strengthen

DSM India and to perform to the expectations of the customers.

Vitamins, Minerals and Feed additives play crucial role to ensure quality of production in Shrimp culture and Poultry sectors, and these inputs help in a great way in export oriented shrimp farming, he stated.

DSM Nutritional Products India Pvt Ltd appointed Mr Ashwin Rajaram as its General Manager for India. Dr Pradip Naik is the Technical Manager for Poultry. Mr Deepak Mukhija is the Business Head for Poultry ANH as well as vitamins & premixes business.

foods is therefore still expected to grow as many populations need to raise their animal protein intake to attain a level of balanced, healthy nutrition. Enabling sustainable animal production is therefore of paramount importance.

**PF:** Which are the top 5 ANH products manufacturers globally?

**Ivo:** ANH offers the broadest portfolio of feed additives, premixes and precision services. Here some examples of our global brands: Rovimix, OVN, Ronozyme, Poultrystar, Micofix, Biomin, Crina, Veramaris, Sustell.

**PF:** What are your future plans and targets internationally and in India?

**Ivo:** We help farmers and the entire value chain to make nutrient-rich

dairy, eggs, fish and meat more sustainable and affordable for a growing world population to thrive.

Our ambition is to work at the forefront of science and technology by pioneering new, more sustainable and efficient ways to improve animal nutrition and health. We are proud of our leading global network of scientists and engineers with a rich history of ground-breaking innovations. We started with the first synthesis of vitamins in 1934 and have ever since continued to deliver nutritional and health innovation to the market. These include feed and gut-health enzymes, mycotoxin deactivators, and alternative solutions like algae-based omega-3 fatty acids and soon-to-come fermentation-based proteins.



# ‘At the core of our business, we are driven by a commitment to our customers, a focus on sustainability and a dedication to innovation in precision nutrition for animals’

- Ivo Lansbergen, President, ANH and Member of the Group Executive Committee, DSM – Firmenich

Mr Ivo Lansbergen, President, Animal Nutrition & Health and Member of the Group Executive Committee, DSM – Firmenich addressing Indian poultry media at Hyderabad on 16 April 2024 said that Animal Nutrition & Health (ANH) is a business unit within DSM-Firmenich, a globally recognized leader in the field of animal nutrition and health products with the most complete ingredients portfolio ideally positioned to support a growing population through more sustainable animal farming. Headquartered in Switzerland, last year ANH delivered more than €3 billion in revenues with approximately 6,000 employees. It helps its customers to deliver healthy animal proteins efficiently and sustainably whilst harnessing the power of data to make animal farming practices more sustainable, productive and transparent. The business has a unique premix network across the world that helps deliver global products with local solutions and benefits from precision services capability.

DSM-firmenich announced on February 15 the initiation of a process to carve-out and separate out the Animal Nutrition & Health business from the Group. ANH is driven by different dynamics to the rest of the Group, which has become even more apparent with the unprecedented challenges in the vitamins market. The Company believes that the full potential of the ANH business could be best realized through a different ownership structure for which all potential separation options will be considered. The Company would expect to be in a position to separate



Mr Ivo Lansbergen, President - Animal Nutrition and Health, DSM - Firmenich addressing media at Hyderabad, India on 16 April 2024

the business in the course of 2025, he stated.

Mr Ivo Lansbergen stated that the carve-out process will have no impact

on our daily business. Serving the needs of our customers always has priority for ANH: Customers can expect the highest standards of service and dedication from us. We continue to innovate and create solutions with Vitamins, Performance Solutions & Precision Services.

Ivo Lansbergen joined DSM in 1997 and held several positions across the company's various business units before being appointed to lead the Animal Nutrition & Health (ANH) business unit in 2019. He transformed the organization, reinforcing its position as a customer-focused partner in the development of feed ingredients for the global food supply chain. Supported by complementary acquisitions, Ivo strengthened the business's expertise and reputation as a leading provider of solutions for farm productivity and sustainability throughout the value chain, including



From left: Puneet Pokhriyal, Deepak mukhija, Ivo Lensbergen, D. S. Subramaniam, K. Venkat Reddy, Achyuth lyengar and Dr Sudeshna Ray



as a pioneer in the fast-emerging area of technology-driven precision nutrition and health. Ivo is an experienced global executive, having worked in science-based industries across Europe and Asia during his career. He holds a master's in Chemical Engineering from the University of Enschede, the Netherlands.

Ivo Lansbergen concluded his 10-day tour of Asia with a visit to India from 14 to 16 April 2024. The tour, which began in China and continued through the Philippines and Singapore, was designed to strengthen customer relations, visit the Jadcherla plant near Hyderabad and engage with stakeholders to deepen his understanding of the Asian market.

### Asia: A key Growth market

Lansbergen believes Asia represents a significant growth opportunity. He noted that Asia and Latin America (LATAM) will drive much of the industry's expansion in the coming years.

### Focus on China and Beyond

Lansbergen highlighted the uncertainty surrounding China's pork market, which has experienced a dip in demand for feed additives due to low pork prices. Despite this, he anticipates that demand for additives would increase later in the year as the pork market recovers.

### Poultry and Shrimp critical species for Asian market

Additionally, Lansbergen sees poultry and shrimp as critical species for

the Asian market, with beef facing challenges due to its higher cost and a shift towards more affordable proteins.

### Looking Ahead

Ivo Lansbergen's visit to Asia underscores his commitment to understanding the unique dynamics of the region's animal nutrition market. As the industry navigates its current challenges, Lansbergen remains optimistic about the future, confident that the recovery in vitamin and amino acid prices and the anticipated increase in demand will drive growth in the coming years.

Here's an expanded summary incorporating your focus on customers, sustainability and innovation, with the broader perspective on the company's operations and values.

### Our Commitment to Customers, Sustainability and Innovation in Animal Nutrition

At the core of our business, we are driven by a commitment to our customers, a focus on sustainability and a dedication to innovation in precision nutrition for animals. Our vision encompasses more than just providing high-quality products; it includes a holistic approach to creating affordable protein, supporting healthy incomes for farmers and maintaining a healthy ecosystem—all without compromising the environment.

### Customer-Centric Approach

We put our customers at the heart of everything we do, ensuring that their

needs are met with precision and reliability. We make it possible, she told.

We have customers in our heart, the sustainability in our DNA, and we drive innovation and precision nutrition for animals. We have one of the broadest portfolio including mycotoxin risk management, vitamins, feed additives and precision services making us successful. We diagnose and provide solutions.

We create affordable protein and healthy income for farmers—sustainably and not on the expense of the environment. We provide solutions to improve the quality of protein and enhance feed efficiency, while reducing emissions and our reliance on natural resources.

Sustainability should be long-lived and is a much broader term encompassing not only the environment but also affordability.

### Challenges and Opportunities

The separation process will require time as it involves carving out legal entities, assets and plants, ANH specific market dynamics such as Avian influenza, Swine Fever, fluctuating vitamin and feed prices and consumer trends impact the animal nutrition sector differently than other segments within DSM-Firmenich. The separation is designed to make the business more agile and focused on the specific customer needs of the animal nutrition market.

### The Future of Animal Nutrition



DSM India and Asian team with Ivo Lansbergen, President, DSM – Firmenich during his visit to the production facilities at Jadcherla.



ANH is embracing innovation and technology to help farmers optimize their operations through digital tools and data analysis. Digital precision services are already launched in selective markets and is expected to expand to India, where digital development is progressing but may take longer to catch up with countries like the USA and Brazil.

### India: A Key Market for ANH

With the global animal nutrition industry under going significant changes, is focusing on India as a vital part of its growth strategy. The following are key factors that underline India's importance and the company's plans for this market.

### Strong Economic Growth and Increasing Demand

India's economy is expanding rapidly with a GDP growth rate projected at 7% in 2024. This strong economic backdrop creates a fertile ground for growth in the animal nutrition sector. As disposable incomes rise, so does the demand for lean animal proteins, driving increased consumption in segments like poultry, seafood and lean meats.

### Success in the Poultry segment

The company's operations in India have already shown promising results, with a noticeable increase in market share, especially in the poultry segment. This success is attributed to the rising demand for chicken and other poultry products along with milk, driven by India's growing middle class and changing dietary preferences.

### New Solutions for Aqua segment

In addition to poultry, the company is planning to introduce new solutions in the aqua segment. This strategic move to offer innovative feed and nutrition solutions for aquaculture, the company aims to capitalize on this growing trend.

### Precision Service Solutions and Technology

The company is bringing precision service solutions like Verax to its Indian customers. These digital tools are designed to help farmers optimize their farm operations through data analysis and precision feeding, resulting in higher yields and lower costs. While digital technology adoption in India may be slower compared to the USA and Brazil, there is significant potential for growth as digital infrastructure improves.

### Expansion and Investment

To meet the growing demand in India, the company is investing in a new plant adjacent to its existing facility in Jadcherla, Hyderabad. Production at this new plant is expected to begin in August 2024, with a substantial capital expenditure investment. This expansion indicates the company's commitment to serving the Indian market and its confidence in the region's growth prospects.

### Record Production Capacity

In March 2024, the company's production capacity in India hit an all-time high, reflecting the trust and confidence customers have in its products and services. This record production capacity aligns with the company's broader strategy to meet the increasing demand for animal nutrition solutions in India and ensure a stable supply chain.

### Future plan for India

One of the key aspects of the future plan for the company is to expand beyond traditional blending operations and move into the production of feed additives. This strategic shift will not only support domestic demand but also enable the company to export these additives to international markets. By establishing in-house manufacturing capabilities for feed additives, the company aims to diversify its product portfolio, strengthen its supply chain, and open up new revenue streams through global exports. This approach underscores the company's commitment to innovation and growth while providing a competitive edge in the animal nutrition industry.

"We are here to grow in India" Ivo shared

India's growth story is an essential part of ANH's. With a robust economy, increasing demand for lean animal protein and successful expansion into the poultry and aqua segments, the company is well-positioned to continue its growth in this dynamic market. Through strategic investments, digital technology and innovative solutions, precision services, performance solution and sustainability, the company aims to contribute to India's evolving animal nutrition landscape.

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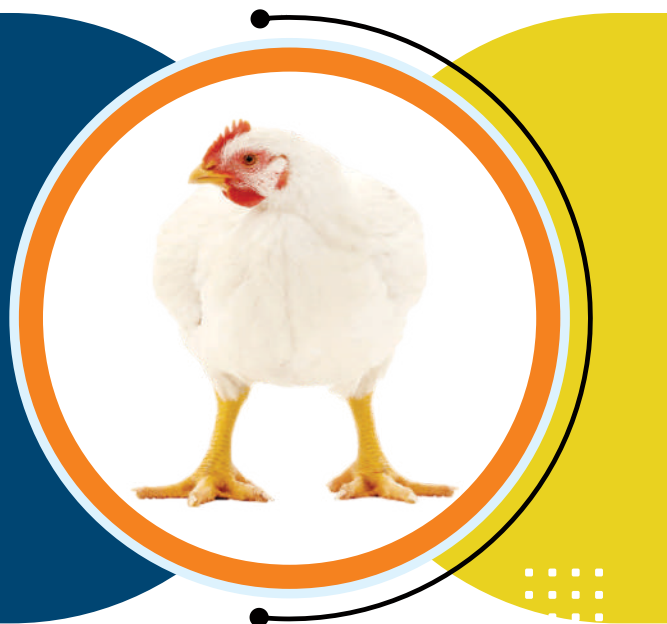
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# Integrated Farming Models in Backyard Poultry Production

**Vijay Kumar, R K Mahapatra and S V Rama Rao**

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Backyard Poultry farming plays an important role in Indian economy in terms of income, employment and livelihood generation, food and nutritional security, women empowerment of the rural and tribal population, and increasing soil fertility.

Backyard poultry is a low or no input activity primarily depending on scavenging on the natural feed base with minimum supplementary feeding, low cost night shelter, and moderate health care practices. There are four types of backyard production systems: 1. Traditional backyard system having less than 20 birds with little or no input; 2. Semi-intensive farming system having up to 200 birds with small amount of supplemental feed; 3. Small-scale intensive farming system having more than 200 birds and providing all inputs similar to the intensive farming and 4. Native chicken farming system having native chicken, based on market demand. Low productivity, high rate of morbidity & mortality, availability of natural food base and predations are the major constraints along with low genetic potential for growth and egg production compared to the commercial chicken strains.

In poultry farming, feed is the major expensive input, and manure/litter is a major by product that is rich in Nitrogen, Potassium and Phosphorus.

About 22kg of dry droppings is generated by 1000kg live weight of poultry birds per day and 1.3 tons of litter is produced by 1000 commercial broiler chicken. On the other hand, majority agricultural fields are deficient in several essential minerals for crop production besides depleted carbon concentration in those soils. Though poultry manure is rich source of nitrogen, phosphorus and carbon, the poultry manure cannot be used directly in the fields, also it cannot be stored for longer duration due to high moisture levels (Nitrogen

content losses due to proteolytic activity). So, manure should be processed as quickly as possible to conserve the nutritional value of the manure, and composting is one of the best methods. Major concern in composting the poultry manure is to maintain desired Carbon to Nitrogen ratio. Generally, carbon ration should be kept 20 or more compare to nitrogen. If poultry manure is not treated properly, it creates bad odour, leaching of toxic elements, methane emission, eutrophication of waterways, dissemination of

## Highlight Points

- ▶ Backyard poultry production integrates well with crop, fisheries and other livestock. Different components support one another and all components benefiting each other which leads to higher productivity with higher economic returns compared to any individual component.
- ▶ Under different combinations of components for integrated farming, income could be increased in the range 41 to 302%, employment potential from 30% to 485% (with a mean increase of 143% over single enterprise), and also enhance the soil fertility and minimizes carbon foot print / greenhouse gas production per unit produce.
- ▶ Constraints like financial, biophysical, socio-cultural, institutional, and policy in the adoption of these practices.



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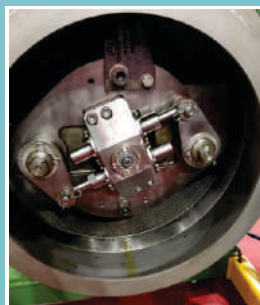


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pathogens, and weeds.

The backyard free-range chickens grew on scavenging conditions consumed 45 to 54 g of feed (natural food base) daily in different seasons, which is insufficient to meet the protein and energy requirements of the birds. Further the composition of the natural food base is not consistent across different regions of the country. Usually, the natural food base is deficient in energy, protein, Ca, and P ranging between 9 to 20, 40 to 50, 42 to 66, & 72 to 83% respectively, in different regions. The composition of natural food base depends on agro-climatic conditions, soil quality, rain fall, cropping pattern in the region, etc.

If backyard poultry farming is integrated with crop, fisheries and other livestock, where farming components support and complement to each other and the nutrient deficiencies can be met to a larger extent. In return poultry manure fertilizes the soil. Poultry manure contains about 3-5% nitrogen, 1.5-3.5% phosphorous and 1.5-3.0% potassium and also micro-nutrients like Zn, Mn, Fe, Cu, Cr, and Se in considerable quantities. It contains many essential nutrients that are

used by plants. Poultry also eat different forms of insects which help in pest control. The article deals with different merits and demerits of different models where backyard poultry rearing (BYPF) integrates with diversified agricultural, horticultural and livestock farming. Few potential integrated farming models are detailed below:

**Mango/ Guava Orchard-BYPF:** Each backyard chicken produces about 45kg manure in life cycle (1-72 weeks of age) that increases the fertility of soil and the birds also help in controlling pests (pupa, larvae, maggots and borers). By integrating with mango orchard, total income is expected to increase up to three times with an attractive Benefit Cost ratio of 4.64. Rearing Kadaknath is a good example in this farming system.

**Apple Orchard- BYPF:** High density apple orchard gives B:C ratio of 4:1 whereas, if integration with Vanaraja birds, the B:C ratio increased up to 4.4:1 and no adverse impact was observed.

**Moringa-BYPE:** Moringa leaves are rich in protein (20-33% DM) and essential amino acids, minerals, vitamins, and antioxidants. The birds, while grazing can take fresh moringa

leaves and even dry moringa leaves powder can also be offered as a supplement along with the traditional feed. With integration of moringa, the income of backyard poultry was reported to 2.02 to 3 folds. However, if birds are provided moringa leaves along with earthworms (developed from vermicompost) the net income increased considerably.

**Goats-BYPF:** Backyard poultry integrate well with goat farming and fetch an additional income up to 47% higher than that of income generated out of combined individual production.

**Fish-BYPF:** The adoption of integrated BYPF-fish farming fetches an additional income of Rs. 4000-5000/- and employment opportunities for 45-50 human days along with production of eggs and chicken meat for family consumption.

**Fish-BYPF and Fish-Duck farming** alone or in combination with other crops give significant positive results. Reports indicated about 25% higher economic returns with crop-fish-poultry integration.

There are many other types of integrated farming systems and their benefits which are given below:

Single enterprise	Integrated system	% increase in income
Rice-rice-blackgram	Rice-rice-cotton + maize + poultry/fish	107
Rice-rice-rice- pulses	Rice-rice-rice-fallow-cotton + maize + duck cum fish	75
Cashew	Rice-brinjal + Rice-cowpea + mushroom + poultry	107
Arable farming	Crops + Dairy (2cows) + 15 goats + 10 poultry + 10 duck + fish	86
Rice-wheat	Rice-wheat + fish + duck + goat	284
Rice-maize	Rice-maize + fish + duck + goat	184
Rice cropping alone	Rice – cowpea/brinjal + mushroom + poultry	282-302
Rice	Rice + Tuber crops + Fish + Poultry + Goat	149
Rice-Rice	Rice-fish-poultry	41
Agriculture alone	Agriculture + poultry	226
Rice Cropping alone	Rice - brinjal + mushroom + poultry	256
Rice-wheat	Field Crops + goat + Poultry + mushroom	131
Crop alone	Crop + goat + poultry + sheep + dairy	151





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**Impact of Integrated Farming System approach with poultry**

There is a significant increase in income, employment, soil health, and reduction in the deleterious effects of different indicators of climate change. The abovetable depicts the increase in income due to poultry integration in different combinations.

The improvement in employment potential under this condition varied from 30% to 485% (with a mean increase of 143% over single enterprise). The integrated farming system maintains soil health and also helps in adoption of organic farming system. It encourages ecological intensification and aims to reduce the use of anthropogenic inputs with enhanced ecosystem functioning. It enables the agricultural production system to be sustainable and

efficient. Due to the higher recycling potential in mixed farming, it can be less vulnerable to climate change, price fluctuations of agricultural commodities, and can reduce CH<sub>4</sub> emission. Long term application of poultry manure reduced erosion, increase soil organic matter, and soil water-holding capacity so as to have a sustainable option for diversifying agroecosystems, improving soil health, and improving farm economics.

**Constraints in adoption of Integration:**

There are many constraints in the adoption of these practices like financial, biophysical sociocultural, institutional, and policy. Policymakers should address these issues for the propagation of these models.

Backyard poultry inintegration with diversified crops/ livestock rearing enhances soil fertility, reduce the use of anthropogenic inputs and minimizes the pest losses which ultimately leads to higher productivity. It increases the availability of protein-enriched food and organically grown food crops to the family needs with minimum investment. By adopting the integrated farming system, there will be a good source of regular income, employment generation, and women empowerment, especially in integration with other commodities based on need. The intervention of Government agencies is required to make proper promotional policies related to the mixed integration models for the benefit of rural / tribal populations across the country.

# Nano Zinc Prospects for Poultry

**Dr Rajesh Reddy**



MVSc (VPH)  
Product  
Manager  
Glamac  
International  
Pvt Ltd

**Industry and zinc in poultry**

With the rise in demand for high quality poultry feed, Poultry farmers and Feed manufactures are always on a lookout for poultry health and growth promoters. Zinc (Zn) is an important microelement in poultry nutrition. Zinc is vital for proliferation of cells and their differentiation. The importance of zinc in nutritional biology was first reported by Raulin (1869), when he observed that zinc was required for growth of *Aspergillus Niger*. The enzyme carbonic anhydrase was identified and purified in 1940. It contains a metalloenzyme zinc at 0.33%, which catalyses the breakdown of carbonic acid into CO<sub>2</sub> and H<sub>2</sub>O. Being a component of carbonic anhydrase, zinc facilitates transport of CO<sub>2</sub>

from tissues to lungs. Zinc is an essential component of both DNA and RNA polymerase enzymes. Zinc has been found cofactor in more than 300 metallo-enzymes which is essential for enzyme structure, bone development and growth. It is vital to the activity of a variety of hormones including glucagon, insulin, growth hormone and the sex hormones. It also plays a key role in the immune system. Consumers, producers, Poultry feed manufacturers and others related with poultry industry has developed a good attraction towards the role of zinc in poultry nutrition.

**Zinc as antioxidant.**

Zinc is an indispensable part of the antioxidant system in animals. Antioxidants combat 'reactive oxygen

species' (ROS) and protect the body from the harmful effects of ROS, in various ways. Zn is a major part of the antioxidant enzyme superoxide dismutase (SOD), which helps defend the body against ROS by converting superoxide anions into hydrogen peroxide. Zn reduces oxidative stress by antagonism of the redox-active transition metals (inorganic copper and iron), preventing the formation of hydroxyl radicals from hydrogen peroxide (H<sub>2</sub>O<sub>2</sub>). Zinc interferes in the Fenton reaction, by competing with the binding sites of transition metals (iron, copper, and zinc), serving as, a donor of electrons for such reactions.

Zn appears to indirectly suppress oxidant stress by the stimulation of certain substances which have



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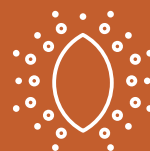
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antioxidant properties. It effects in two ways; acutely and chronically. The acute effects of Zn include antagonism to redox-active transition metals and by protection of protein sulphahydryls; while chronic effects involve indirect protection from pro-oxidants due to induction of other substances, e.g., metallothionein, which are cysteine rich proteins that serve as antioxidants by scavenging ROS. Zinc-dependent metallothionein are found in different forms in animals, especially in the pancreas, liver, intestine, and kidney of chickens, where it serves as an antioxidant in these tissues and, under different conditions of oxidative stress such as toxicity of certain drugs, they prevent oxidative DNA damage and mutagenesis and ethanol toxicity.

**Zinc as immunomodulatory agent.** Immunity and stress related issues are pivotal for the poultry production. Studies have shown overwhelming evidence that supplementation of Zinc can improve growth, augment immunity, enhance antioxidant capacity, increase endocrine secretion, and interact with other minerals in the gut. The effectiveness of Zn depends upon its absorption from the gut and bioavailability in blood. Zinc acts as a non-pharmacologic booster for immunity in broiler chicks and as a stimulator for cellular and humoral immune system.

**Zinc as a moulting inducer.** Over-supplementation with Zn as an alternative agent for the induction of moulting agent for layer hens, which produced more eggs of higher quality in the second production cycle as compared to other methods of moulting. Chickens tend to lose weight during the process of moulting; however, the weight loss was temporary and body weight recovered after the resting period in supplemented hens. It has been postulated that high concentration of Zn (10,000-20,000 mg/kg) in feed of laying hens causes the follicular atresia followed by cessation of eggs. Zinc interferes in availability of

calcium (Ca) which plays an important role in gonadotrophin secretion (LH) which is required for the egg laying process.

#### **Zinc and Egg**

Zn has been reported to increase the overall egg production of laying hens. Increased mineral deposition in the eggs of laying hens has been seen after supplementation with organic forms of Zn alone, and in combination with other trace minerals, copper, manganese, and chromium. Better egg quality in terms of increased egg mass, egg albumin, globulin, shell thickness and total protein in laying hens after Zn supplementation. Macro-minerals like calcium and phosphorous, and vitamin D3 are major nutrients which are responsible for eggshell quality in laying birds. Additionally, for mineralization process some enzymes are linked with macro-minerals. One of the enzymes is carbonic anhydrase, a zinc dependent enzyme essential for supplying carbonate ion to convert calcium into calcium carbonate needed for eggshell formation in laying hens. Zinc concentration in birds is directly related to activity of this carbonic anhydrase enzyme. Zinc and manganese are cofactors of metalloenzymes which are responsible for carbonate and mucopolysaccharides synthesis and are important in eggshell formation. The increase in egg production and enhanced production performance after Zn supplementation has been attributed to its anti-stress and anti-oxidative properties.

#### **Zinc and reproductive health.**

Zn has been found in high amounts in the male reproductive tract and plays an important role in physiology of spermatozoa and the cases of its deficiency has been associated with reproductive dysfunction including shrinkage of seminiferous tubules and lower testicular weight. It has been suggested that Zn can bind with free radicals produced by abnormal spermatozoa and thus prevent healthy sperm from the damage of oxygen reactive species. Zn is also part of copper-zinc

superoxide dismutase and cofactor of metalloenzymes and thus involved in important functions inside the spermatozoa. Zn has a vital role in breeders in terms of improving the egg production, fertility, hatchability, embryonic development, and availability of the hatched chicks.

#### **Zinc and Bone Health**

Zinc has been postulated to have a stimulatory impact on mineralisation, formation of bone and the preservation of bone mass. The metal directly activates aminoacyl-tRNA synthetases in osteoblastic cells, and it activates synthesis of cellular protein. Furthermore, Zn deactivates osteoclastic bone resorption through inhibiting osteoclast-like cell formation from marrow cells.

#### **Zinc and Feather**

Zinc is a component of 1000 transcription proteins, and it has been suggested that the alteration in Zn status affects the gene expression of a plenty of genes by activation. As a reflection of its role in gene regulation, it is required for the synthesis of different proteins. Two key structure proteins, keratin, and collagen, both require Zn. Any deficiency leads to decreased keratin and collagen formation leading to some deficiency signs such as poor feathering in poultry.

#### **Zinc Deficiency**

Reduced appetite is the first sign to be noted in Zn deficiency which further leads to loss of taste. The sense of taste is mediated through the salivary zinc dependent polypeptide. Low salivary zinc concentration leads to a reduction of taste and reduced appetite.

In chicks its deficiency results in various bone abnormalities, skeletal malformations, poor bone mineralisation, stunted growth, and immunological dysfunctions. In layers' deficiency of Zn is accounted to decreased egg hatchability. Several trials have shown improvements in production from poultry when Zn was added to the diet. Improvement in terms of body weight gain, better egg production and egg quality in laying hens.

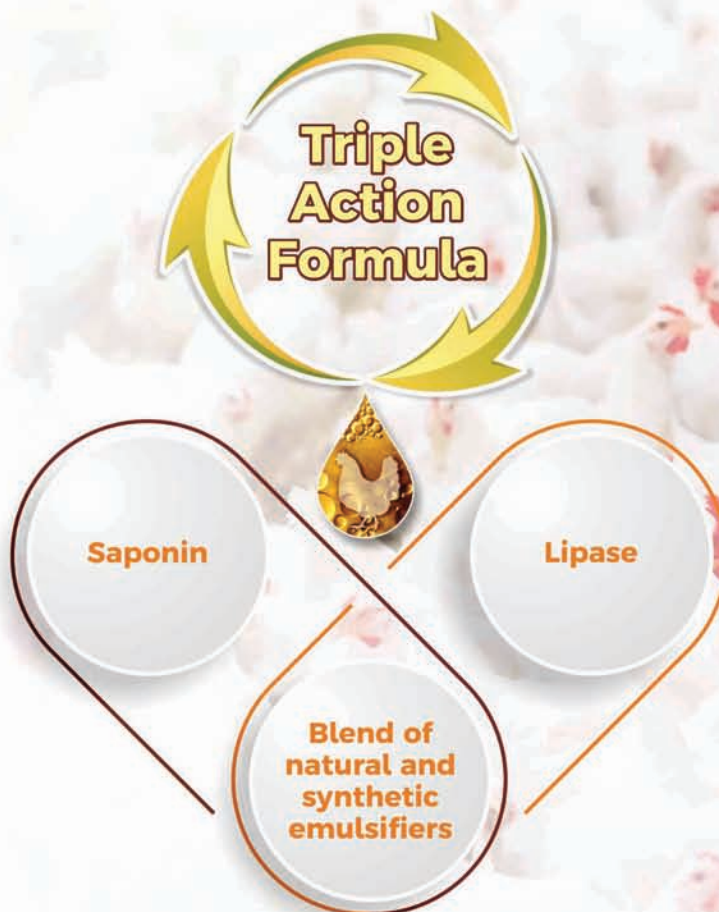


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Supplementation of high dietary Zn in chicken results in elevated levels of Zn in the liver, kidney, pancreas, spleen, and gizzard. Dietary Zn supplementation has an inverse relationship with Fe and Cu content of the liver in laying hens. While the copper content of the liver, pancreas and gizzard decreased with increasing Zn supplementation in the feed.

#### Recommended Dosage

The commonly used cereal grains in broilers diets are rich in phytate that may reduce absorption of zinc. Zinc is not always readily available in the diet of poultry, which is why it is often added to commercial poultry feed as a supplement. As suggested by NRC Zinc requirement of poultry is 40 mg/kg of feed.

#### Environmental Challenges and Zinc

Heat stress can extremely trouble the balance between the generation of reactive oxygen types and the antioxidant system. The oxidative stress result from heat stress led to an increased radical production, which induces oxidative damage and lipid peroxidation to cellular membranes. This leads to physiological changes, including reduced feed intake, decreased metabolic heat production, lower performance in productivity, and a decrease in growth rate and feed efficiency. Zinc supplemented along with Vitamin C has proved to decrease the effect of cold as well as heat stress.

#### Current Practice

The dietary need for zinc supplementation is well established in poultry feed and is routinely practiced. Earlier depending upon cost and availability zinc supplementation in poultry feed was used at a formulation of Zinc Oxide (ZnO) (72% Zn) and Zinc Sulphate (ZnSO<sub>4</sub>H<sub>2</sub>O) (36% Zn). The main difference between these source compounds is that most inorganic compounds do not have carbon; however organic compounds always contain carbon and have carbon-hydrogen bonds (C-H).

Most (80-90%) of the supplemental Zn used in poultry diets comes from ZnO

source, which is less bioavailable than Zn sulphate for poultry. However, the sulphate (acid salt) is more water soluble, allowing reactive metallic ions to promote free-radical formation. This can support in chemical reactions responsible for the breakdown of vitamins and eventually the destruction of fats and essential oils, down rating the nutritive value of the diets.

#### Innovation with Nano Zinc Absorption, Bioavailability, and Efficacy

Nanotechnology has a great potential to be used in poultry production with new tools for the enhancing the ability of poultry to absorb nutrients and therefore improving growth performance, nutrient digestibility, and productive performance of poultry. Nano zinc (ZNOPs) is ultrafine object that behaves as a whole unit in terms of its properties having particle size from 1 to 100 nm. ZNOPs have attracted great attention as an alternative to feed supplements to both organic and inorganic zinc source. In addition, ZONPs have been demonstrated to exert more positive effects, producing better results, due to their novel properties, such as smaller size, increased surface area, a high number of surface-active centres, stronger adsorbing quality, catalytic efficiency, increased bioavailability, absorbability, and exerting a superior efficacy.

Since there are almost unlimited possibilities concerning levels and sources of zinc there is still more research needed. Using zinc as nanoparticles size can be used at lower doses and can provide better result than the conventional zinc sources. Nanoparticles zinc oxide can act as antibacterial agent, modulates the immunity and production of broilers.

#### Pollution and Zinc

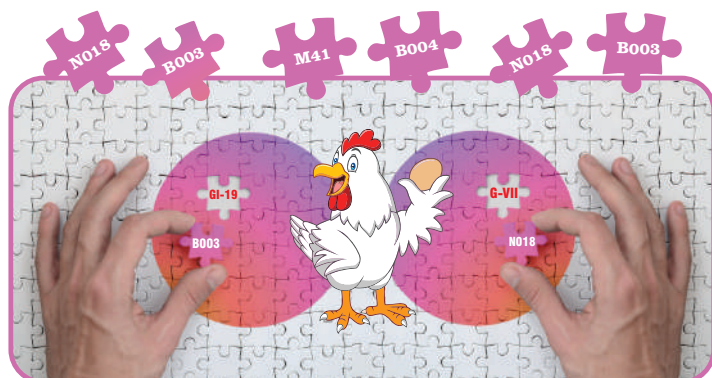
Although currently poultry farmers routinely add Zinc in poultry diet above the NRC recommended level to avoid the possibility of its deficiency, this practise has been linked to environmental pollution since the extra levels of Zn cannot be utilized

by crops. With Nano Zinc given the increased bioavailability of organic Zn, it may be possible to supplement this essential element well below the practiced level resulting in less Zn excretion without compromising the performance of the birds and pollution of the environment.

#### Conclusion

- The prospects of nano zinc in poultry nutrition are indeed profound. With its enhanced absorption, bioavailability, and efficacy, nano zinc stands poised to revolutionize poultry farming practices, enabling producers to achieve optimal growth, immunity, and reproductive performance while minimizing environmental impact.
- As we venture into this era of innovation, the integration of nano zinc into poultry diets holds the potential to redefine standards of excellence in poultry nutrition, ushering in a new era of sustainability and efficiency for the poultry industry.
- In conclusion, the future of poultry nutrition appears promising with the introduction of novel products like **CYNKA HBR**, (from the R&D platform of Glamac) containing nano zinc solutions. As we continue to explore innovative ways to enhance poultry health and productivity, nano zinc offers a compelling avenue. With its superior bioavailability and potential to address zinc deficiency effectively,
- Nano zinc essential oil complex acts as a gut-acting anti-inflammatory and healing agent, repairing gut villi, and exhibiting antioxidant, antiviral, and antimicrobial properties. **CYNKA HBR** represents a significant advancement in poultry nutrition. By leveraging nano zinc technology, poultry farmers can optimize the health and performance of their flocks, ultimately contributing to a more sustainable and efficient poultry industry.





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