

Poultry Fortune

Estd. 1991

• Production • Nutrition • Management • Marketing

November 2023

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critical importance of
sustainable practices...



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Arbitration Centre in
New Delhi



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AGM at Goa



Jagapati Rao Receives
IEC's International Egg
Person of the year 2023
Award

Reduction of Heat
Stress in Broilers

Vices (Abnormal
Behavior) of Poultry

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*Jahnavi Poultry Farm,
Vijayanagaram, A.P-Flock 2*

Mr. Ch. Sai Krishna

Achieved **195 HHE** in **52 weeks**
with avg **102 g** feed intake/day

Feed Cost/Egg
@ Rs. 23/KG

**Rs.
2.90**

% Achievement **93%**

Cum Feed/Egg

126 g

Weeks Above 90% **15**

Week Hit 90%

25

Peak Weekly
Production

97%

Batch Still Continuing

Feed Cost/Egg
@ Rs. 26.50/KG

**Rs.
3.23**

% Achievement **94%**

Cum Feed/Egg

122 g

Weeks Above 90% **17**

Week Hit 90%

24

Peak Weekly
Production

92%

Batch Still Continuing

Hy-Line
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*Vijaynagar Egg Farm,
Bellary, Karnataka*

Mr. Ashok Mandava



Flock - 1

Achieved **423 HHE** in **93 weeks**
with avg **112 g** feed intake/day

Feed Cost/Egg
@ Rs. 27.50/KG

**Rs.
3.69**

Cum Feed/Egg
(STD 133 g)

134 g

% Achievement **96%**

Weeks Above 90% **37**

Peak Weekly
Production

93%

Batch Still Continuing

Flock - 2

Achieved **366 HHE** in **85 weeks**
with avg **107 g** feed intake/day

Feed Cost/Egg
@ Rs. 27.50/KG

**Rs.
3.58**

Cum Feed/Egg
(STD 130.30 g)

130 g

% Achievement **92%**

Weeks Above 90% **16**

Peak Weekly
Production

92%



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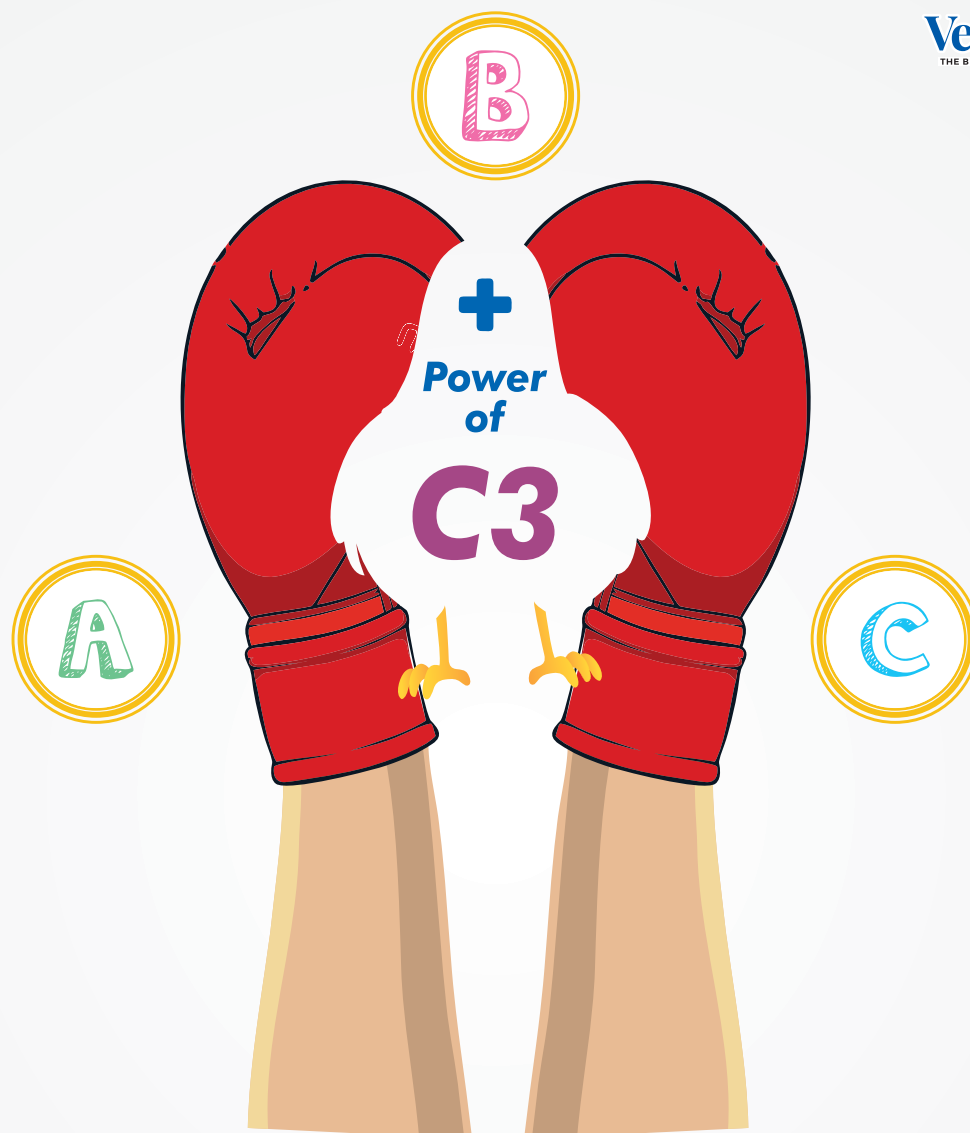
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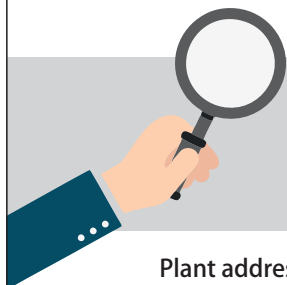
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International Agro Arbitration Centre, the world's first agro focussed dispute settlement body was launched on 13 October 2023 at New Delhi

PFI AGM emphasizes critical importance of sustainable practices, technological advancements and resolution of significant challenges in poultry farming

In addition to temperature-reducing equipment, nutritional manipulation techniques such as increasing diet nutrient Vitamin C, Selenium, Chromium, Probiotics or plant extract are increasingly developed and used in poultry to enhance birds capacity against high temperature environment. There are several traits that favour heat tolerance



Dear Readers,

The November 2023 issue of Poultry Fortune is in your hands.

International Agro Arbitration Centre (IAAC), the world's first agro focussed dispute settlement

body was launched on 13 October 2023 at New Delhi, promoted by the Indian Chamber of Food and Agriculture. Justice P. Sathasivam, Former Chief Justice of India and Former Governor of Kerala on the occasion said that IAAC is poised to revolutionize dispute resolution mechanism within the agricultural and food sector in India and worldwide. Agriculture is an incredibly diverse sector. Post WTO food and agro trade has significantly grown to over \$2 trillion and a large number of companies have gone global today with trade, technologies and businesses. While USA, Netherlands, Germany and Brazil occupy top positions in agro food exports, India is fast catching up exporting Agri products to more than 150 countries in the world, accounting for more than \$55 billion and importing close to \$25 billion. Such rapid growth in trade gives rise to many issues and trade disputes, which need to be promptly and cost-effectively addressed, said Justice P. Sathasivam. The launch program was joined online by IAAC's global board members Ms Khairul Nessa, Executive Director, World Trade Centre and Vice Chair, WTC Global Agriculture Committee, Mr Tarun Shridhar, Member, CAT and former Union

Secretary, Dr Abusaleh Shariff, Chairman, US-India Policy Institute, Mr Harikshan Rankawat, President, Federation of Indian Industries, UAE and Dr Vikas Chaturvedi, Chairman, Institute of Chartered Accountants of India, Amsterdam.

Poultry Federation of India, an association of poultry farmers, breeders, pharmaceutical companies, equipment manufacturers and other allied segments of poultry industry organized its 34th Annual General Body Meeting at Alila Diwa by Hyatt, Goa on 27 and 28 September 2023. The event began with inaugural speech by PFI president Ranpal Dhanda who shed light on the pressing challenges confronting small poultry farmers across the nation, skill development for skilled manpower and the actual calculations of receivables by contract famers which comes out to be significantly low. Mr Ravinder Singh Sandhu, Secretary, PFI discussed the notable achievements and initiatives undertaken by PFI in the past year, providing insights into the organization's impact on poultry industry. Mr Ricky Thaper, Treasurer, presented the financial accounts of the Association. The AGM provided a robust platform for thoughtful deliberations and discussions on pivotal issues that shape the poultry industry's trajectory. The participants of AGM emphasized the critical importance of sustainable practices, technological advancements and the resolution of significant challenges in poultry farming. Participants voiced their optimism regarding the future of poultry industry, recognizing the instrumental role that such gatherings play in fostering positive change and ensuring the industry's continued growth and stability.

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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Lallemand celebrated a significant milestone 100 years of yeast production in its production plant on 21 September 2023 on rue Préfontaine, Montreal. Colleagues from all around the world, clients, partners and local politicians joined company executives for the celebration of the important landmark. This is a great opportunity to pay tribute to our supportive business partners, valued customers and our talented employees who have all played a part in our success story, stated Mr Antoine Chagnon, President and CEO of Lallemand. "I raise my glass to those who built this factory, originally dedicated to baker's yeast for the local market and the visionaries who made it a launching platform for the global company that Lallemand has become today", he concluded. Lallemand has now a diverse and global presence in 50 countries over 5 continents, more than 5000 employees and operates 48 production facilities, including 24 yeast and 10 bacteria plants. The company develops, produces and markets yeast, bacteria, fungi and derivatives of these microorganisms for applications in baking, wine, beer, distilled spirits, fuel ethanol, animal and human nutrition, pharmaceutical industry and other food and agricultural industries.

Mr Chitturi Jagapati Rao, Chairman of Srinivasa Farms Group, and one of the founders of National Egg Coordination Committee in India has been bestowed with the prestigious Denis Wellstead Award "International Egg Person of the Year 2023" by the International Egg Commission (IEC). He is the first Asian to receive this highest award. Presenting the award IEC Chairman, Greg Hinton said, "Mr Chitturi has contributed significantly to the development of the Indian poultry sector throughout his lifetime. He not only built his own business, Srinivasa Farms Group, from the ground up, but he has also been instrumental in working closely with the government to streamline processes for the industry, creating better employment opportunities and raising the calibre of poultry products in India."

Venkateshwara B V Bio-Corp organised technical seminar on "BV 300 Nutrition and Management" on 17 October 2023 at Chittoor, Andhra Pradesh. The technical seminar was attended by layer farmers and Dr N. Baburaj, DGM, Marketing, shared his thoughts regarding current poultry industry scenario in the area. The speakers gave BV 300 performance review and innovative premix solutions to simplify the feed manufacturing process and also to avoid errors during feed production.

In the Articles Section – Reduction of Heat Stress in Broilers, authored by **Keche Vishal Arun Rao and R. Amutha**, described that animal farming, particularly poultry production, is facing the challenge of global warming. Hyperpyrexia condition causes high mortality and growth depression of poultry and consequently results in huge economic losses. Due to lack of sweat glands, birds under thermal stress spend less time in feeding, more time in drinking water and panting, as well as more time in flapping wings, less time walking or moving, and more time resting for dissipating heat. In addition, the physiological and metabolic responses such as modifications of blood parameters, plasma hormone concentrations, oxidative stress and meat acidity were also seen in birds when exposed to high temperature. Specifically, Heat stress can induce intestinal dysfunction showing the impaired intestinal morphology, increased intestinal permeability, decreased absorptive function and enhanced oxidative and immune injury. In addition to temperature-reducing equipment,

nutritional manipulation techniques such as increasing diet nutrient Vitamin C, Selenium, Chromium, Probiotics or plant extract are increasingly developed and used in poultry to enhance their capacity against high temperature environment. There are several traits that favour heat tolerance.

Article titled – **Vices (Abnormal Behavior) of Poultry**, authored by **G. Vignesh**, said that Vice is a Latin word that comes from vitium which means failing or defect. Vices are an undesirable quality in a bird / animal. The degree of this undesirability varies considerably. Some vices are dangerous while some are injurious and causes huge economical loss to the farmer. Birds may suffer from certain vices (bad habits), which become quite extensive right from the beginning and their eradication poses a big problem. Debeaking is the act of cutting or trimming the beak, it avoids pecking. Overcrowding of the birds must be immediately corrected.

Another article titled – **Eggs-traordinary Nutrition**, authored by **Dr Sumon Nag Chowdhury**, described that eggs considered as mother nature's original superfood are among the most complete and versatile foods on the planet. A protein powerhouse and loaded with 13 essential vitamins, 11 minerals, Omega-6 and omega-3 fatty acids and antioxidants, eggs have become an integral part of a healthy diet without a reason. The perfect balance and diversity in its nutrients along with high digestibility and an affordable price has put the egg in the spotlight as a basic food for humans. Eggs are a rich source of various vitamins. Vitamin A in eggs contributes to growth, reproduction, skin health, eye tissue and helps strengthen immune system. Vitamin D plays a fundamental role in maintaining calcium and phosphorus balance within the body, influencing intestinal absorption, bone health, kidney function, immune system modulation, and muscular cell growth and may help protect against certain cancers and auto-immune diseases. Vitamin E is an antioxidant that plays a role in maintaining good health and preventing disease. Vitamin K3 serves as a pivotal coenzyme for blood clotting, coagulation and bone mineralization. All of the B vitamins are cofactors that work with a cognate enzyme or chemical precursors of a cofactor. Vitamin B2 or Riboflavin is involved in many vital metabolic processes in the body and is necessary for normal cell function, growth and energy production. Vitamin B12 helps maintain the health of your blood cells, nervous system, DNA and brain and reduces tiredness and fatigue.

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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Lumis Enzymes organized Seminars in South East Asia

Lumis Enzymes organized multiple seminars in South East Asia that covered various key topics like the El Nino challenges which has globally impacted the climatic conditions, the variability and non-availability of essential ingredients due to reduced harvests and the inflation of ingredient prices. The seminars also addressed the various geopolitical issues causing widespread implications on the international trade and also trade ban on certain key ingredients. The seminars highlighted the need of sourcing



Dr Ekalux

alternate ingredients and the adoption of sustainable practices to minimize the environmental impact. The seminars were led by eminent speakers with extensive knowledge and several years of experience in the feed industry.

At the outset and on behalf of Lumis Enzymes, **Mr Nicklas Jonow** delivered a welcome note to the speakers and the attendees of the seminars. He provided an overview of the agenda and also highlighted the importance of the topics covered in the seminars.



Lesley Nernberg

Mr Lesley Nernberg, respected poultry and swine nutritionist presented useful insights about alternative feed ingredients and extracting their nutritional values. He provided very relevant information on the nutrient composition of the conventional and alternate feed ingredients while also suggesting valuable information on the utilization of alternative feed ingredients. He also highlighted that Lumis has been proactively researching on these alternate ingredients, recognizing their potential as essential or mandatory ingredients in the near future. He further discussed on the technological features of the unique enzyme combinations from Lumis, that would play a very vital role in optimizing feed efficiency and maximizing economic benefits through the use of these alternate feed ingredients.

Associate. Prof Dr Yuwares Ruangpanit, a distinguished animal nutritionist delivered a presentation on the importance of effective feed ingredient management. She gave

a detailed explanation on how low protein diets would not only help to reduce the water consumption, nitrogen excretion, ammonia emission and enteric pathogens but also help to substantially reduce the feed production cost. She also emphasised on the significance of precision nutrition and feeding practices in promoting sustainable poultry/animal production.

Mr Panu Nuangjamnong who has several years of experience at GISTDA, a well-known space agency in



Dr Yuwares Ruangpanit

Thailand presented several geospatial data based on the highly advanced space technologies. He elaborated on the critical parameters that influence

a given crop cultivation and harvesting, including the effects of current climatic changes causing droughts, flooding, temperature shifts etc. According to the comprehensive data provided by Panu, these variations in climatic conditions are leading to drastic drop in the crop production. He underlined the need of the feed industry to prioritize on the use of alternate ingredients over the conventional ingredients.

Dr Ekalux, provided very valuable insights on the global feed ingredient price trend over the past few years and also projected the future price inflations. He presented several dynamics on how the use of alternate feed ingredients would help in reducing feed production costs while also improving return on investment (ROI).

Dr Tanadon furnished detailed information on the role of Lumis enzymes while making use of alternate feed ingredients. He emphasised that due to the broad substrate specificity of Lumis Enzymes, it provides the customers flexibility to use a wide range of ingredients. He also mentioned that use of Lumis enzymes helped in



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Dr Tanadon



Nicklas Jonow

overcoming the ingredient variability, improved animal performance and resulted in lowering feed production costs. He further added that the exceptional technical features of Lumis enzymes have set new benchmarks for other enzyme manufacturers in the feed industry.



Panu Nuangjamnong

Overall, the seminars arranged by Lumis Enzymes, provided valuable insights into the feed industry's challenges and opportunities. The seminars were well-received by the attendees and showcased Lumis' commitment towards the industry, its customers and stakeholders on the latest developments and best practices.

Lallemand Celebrates One Century of Yeast Production in Montreal



Montreal, Canada, 25 September 2023 – 21 September 2023, Lallemand celebrated a significant milestone: 100 years of yeast production in its production plant on rue Préfontaine, Montreal. Colleagues from all around the world, clients, partners and local politicians joined company executives for the celebration of this important landmark.

"A 100 years! This is a great opportunity to pay tribute to our supportive business partners, valued customers and our talented employees who have all played a part in our success story," stated Antoine Chagnon, President and CEO of Lallemand. "I raise my glass to those who built this factory, originally dedicated to baker's yeast for the local market and the visionaries who made it a launching platform for the global company that Lallemand has become today" he concluded. Mr Chagnon took the helm of the company in 2015, succeeding his father Jean and grand-father Roland before him.

Not with standing its respectable age of 100 years, Lallemand's

Préfontaine plant has a bright and rich future ahead, due to the potential of microbes to help addressing some of the most pressing issues of our times.

"We are all facing new challenges: climate change and feeding the entire planet are on the menu for the coming decades, and innovative microorganisms can play a key role in facing them. Among others, they can help us reduce carbon emissions, lower the use of antibiotics and chemical preservatives, and promote the use of microbial fertilizers or biological crop protection products that reduce the use of fossil products," said Antoine Chagnon. "We are also working on the next generation of probiotics to promote further health benefits," he added.

Lallemand has now a diverse and global presence in 50 countries over 5 continents, more than 5000 employees and operates 48 production facilities, including 24 yeast and 10 bacteria plants. The company develops, produces and markets yeast, bacteria, fungi and derivatives of these microorganisms for applications in baking, wine, beer, distilled spirits, fuel ethanol, animal and human nutrition, pharmaceutical industry and other food and agricultural industries.

Lallemand is present in the daily life of hundreds of millions of people around the world, including:

- 600 probiotic formulas, distributed in over 60 countries.
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- In 30+ billion loaves of bread.
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PFI Organises its 34th AGM at Goa

Broiler Breeders Association asks industry stakeholders to control production and ensure balanced supply and demand

Goa: The event began with a warm welcome address given by Mr Ranpal Dhanda, President, Poultry Federation of India, an inaugural speech that shed light on the association's goals and further extended gratitude to all delegates (600+) from across the country and abroad, sponsoring companies (83), Special Guests, industry professionals and poultry journalists.



Mr Ravinder Singh Sandhu, Secretary, Poultry Federation of India discussed the notable achievements and initiatives undertaken by Poultry Federation of India in the past year, providing insights into the organization's impact on poultry industry. Mr Ricky Thaper, Treasurer, Poultry Federation of India, presented the financial accounts, ensuring transparency and accountability within the organization.

A highlight of the event was the unveiling of Poultry Creations, a new magazine introduced in collaboration with Vprint Infotech by the PFI executive body and esteemed guests.



From Left: Sanjeev Gupta, Dr O.P. Chaudhary, Ranpal Dhanda, Dr Sanjeev Balyan, Minister of State for AHDF, GoI, Ramesh Chander Khatri, Prof. P. K. Shukla, Ricky Thaper and Ravinder Singh Sandhu during lighting of the lamp to mark inauguration of 34th AGM of Poultry Federation of India at Goa on 28 September 2023.

Mr Sudhir Malhotra, CEO, Interface Pharmaceuticals, shared insights into the benefits of immunotherapy and its advantages for overall poultry health and productivity. Dr Susil Silva's presentation focused on the significance of Soybean Meal (SBM) in poultry feeds and the competitive advantage of using US SBM. Dr Rakesh Gupta followed with a presentation on egg peritonitis in broiler breeders, addressing a specific health concern in poultry production. Followed by Bronze mementos distribution to sponsor companies' representatives. After that Mr Mahendra Garg shared his views on benefits with Soya, after that Dr

Andreaas Stemmler and his colleague shared their thoughts on "Innovation and Sustainability" Growth drivers in the poultry. After that, mementos distribution to Press and Best Soya Award (2022-23) to Dharendra Soya Agro Pvt Ltd. During the AGM, Mr Azad Rathi, President of the Broiler Breeder's Association, explained how their association works to strengthen the poultry

industry. He also requested the industry to control production and ensure a balanced supply and demand.

These discussions and presentations on the first day provided attendees with a comprehensive understanding of Poultry Federation of India's achievements, financial transparency and technical advancements within the poultry industry, setting the stage for the events of the second day of the AGM.

The second day of the AGM, 28 September 2023 was marked by the presence of Chief Guest Dr Sanjeev Balyan, Minister of State for Animal Husbandry, Dairying and Fisheries, Government of India, and Dr O. P. Chaudhary, Joint Secretary, Department of Animal Husbandry and Dairying.



A view of participants in the 34th AGM held at Goa on 27-28 September 2023

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Alongside them, key figures from Poultry Federation of India, including Mr Ranpal Dhanda (President), Mr Ramesh Chander Khatri (Chairman), Mr Sanjeev Gupta (Vice-President HQ), Ravinder Singh Sandhu (Secretary), and Mr Ricky Thaper (Treasurer) and all executive members of the PFI graced the event. Furthermore, the presence of approximately 600 poultry enthusiasts from various regions of the country added depth and diversity to the gathering.

The day commenced with a traditional lamp lighting ceremony, a symbol of enlightenment and unity within poultry industry. This ceremonial act held profound significance, reflecting the shared commitment of all stakeholders to the growth and prosperity of the poultry sector.

The AGM provided a robust platform for thoughtful deliberations and discussions on pivotal issues that shape the poultry industry's trajectory. Representatives from sponsoring companies, government

officials and members of Poultry Federation of India collectively emphasized the critical importance of sustainable practices, technological advancements and the resolution of significant challenges in poultry farming.

Participants voiced their optimism regarding the future of poultry industry, recognizing the instrumental role that



such gatherings play in fostering positive change and ensuring the industry's continued growth and stability.

A highlight of the second day was the address by Mr Ranpal Dhanda, President, Poultry Federation of India, who passionately shed light on the pressing challenges confronting small poultry farmers across the nation. Mr Dhanda's impassioned plea underscored the



problems faced by these farmers and called for immediate attention from the authorities. The presentation stressed on need of skill development for skilled manpower such as in other industries.

He also requested the Chief Guest to start some diploma courses in ITI's or other such institutions, so that the need for skilled manpower is fulfilled in continuation with the demand of the president, PFI, Prof. P.K. Shukla showcased the need of skilled manpower and the initiations being taken by various Government bodies to empower people with the required skills.

Acknowledging the concerns raised by Mr Dhanda, Dr Sanjeev Balyan, Minister of State for Animal Husbandry, Dairying and Fisheries, Government of India, and Dr O.P. Choudhary, Joint Secretary of the Department of Animal Husbandry and Dairying, offered reassurance to the farmers. They affirmed their commitment to comprehensive measures aimed at addressing the



challenges faced by poultry farmers, underscoring the government's dedication to the welfare of small-scale poultry farming. New logo of PFI was also launched by Sanjeev Balyan.

This assurance provided a sense of relief among farmers and industry professionals present, who expressed appreciation for the proactive stance of the government and newfound hope for a brighter future



in the poultry industry. The commitment demonstrated by these esteemed leaders has instilled confidence, signalling a positive trajectory for small poultry farmers in the country.

The day also featured informative presentations with Dr Lipi Sairiwal focusing on government of India schemes for poultry, Mr Vijay Sardana, discussing the future of the Indian poultry sector in a changing society and marketplace, Dr Sudheer Bhalchandra addressing poultry vaccination and Mr O.P. Singh delivering a presentation on the necessity of promotion and marketing for the chicken industry.





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► The event culminated in a one-hour panel discussion with Kisan Tak, Media Channel by Aaj Tak, addressing various critical issues pertinent to the poultry industry, where in Mr Ranpal Dhanda presented actual calculations of receivables by contract farmers which comes out to be significantly low.

Mr Ramesh Chander Khatri, Chairman, PFI and Mr Sanjeev Gupta, Vice President (HQ), extended their gratitude to the sponsoring companies, esteemed guests and everyone within the poultry



community for their invaluable contributions in ensuring the success of the event.

The Poultry Federation of India team presented mementoes as a token of appreciation to sponsoring companies and representatives from various poultry associations, recognizing their significant



Ricky Thaper presenting a memento to Poultry Fortune editor M. A. Nazeer

contributions to the event's success.

Poultry Federation of India team presented a special appreciation award to Mr Rahul Khatri and Mr Jagdish Kadyan for their exceptional efforts in orchestrating behind-the-scenes arrangements, their dedication in working

tirelessly and their skilful coordination with every guest, all of which were instrumental in making the event a resounding success.

The event concluded with a vote of thanks by Mr Ricky Thaper, Treasurer, PFI to the chief guest for his support for the welfare of poultry farmers, industry professionals, sponsoring entities and poultry journalists, expressing gratitude for their collective efforts in making the AGM success. The event was hosted by Dr Devender Hooda, Executive Member, PFI.

Virbac will Enter the Fast growing Poultry Vaccines Segment in India

Virbac announces the signing of an agreement to acquire Globion, a leading Indian poultry vaccines specialist. This transaction will bolster our position of animal health market leader in India by extending Virbac India's existing poultry portfolio to the growing segment of avian vaccines.

Founded in 2005, as a joint venture between Suguna Group, one of the leading Indian poultry conglomerates, and Lohmann Animal Health, a German poultry vaccines specialist, Globion has developed robust know-how and expertise in the development, manufacturing and commercialization of live and inactivated vaccines targeting a large array of avian pathogens.

Globion is based in Hyderabad where its industrial and R&D facilities employ around 120 full-time employees and generate approximately €12 million of annual revenue and is

independently run by a professional team.

Sébastien Huron, chief executive officer, Virbac group said "We are extremely pleased and honored to welcome the Globion team within our Virbac family. This acquisition illustrates our 2030 Virbac vision and ambition to grow through "programmatic" M&A investing in vaccines, a key strategic axis of development, reinforcing our leadership position in India, the world's most populous country, and completing our portfolio targeting the dynamic and promising poultry market. We will fully engage

with the Globion teams and provide them with additional resources to help them perform at their best. We are united with the Suguna and Globion teams by the common ambition to create long-term value for our customers and build, through innovation, a competitive portfolio of products to support the poultry industry in India and abroad."

B. Soundararajan, founder and managing director, Suguna Group said "We started Globion primarily as a source of high quality affordable Poultry Vaccines for Suguna Foods. In the last ten years, Globion has rapidly transformed into

a fast-growing poultry biologicals company crossing 1 billion rupees of revenues by consistently gaining market share in India and export markets. By associating with a strategic partner having long term vision, infrastructure and deep understanding of animal health in Indian and global markets, we see immense potential for Globion to reach greater heights. Virbac comes out as the right choice for us since Virbac and Suguna share a common vision of adding value to the poultry industry and Virbac's acquisition of Globion is a significant step in that direction. We will continue to remain a key customer of Globion / Virbac in the future and our best wishes to both Globion / Virbac teams for continued success."

Veda Corporate Advisors were the advisors to Suguna and Globion in this transaction.



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Srinivasa Farms Group Chairman Chitturi Jagapati Rao Becomes the First Asian to Win IEC's "International Egg Person of the Year 2023" Award

Hyderabad, India, October 10, 2023: Mr Chitturi Jagapati Rao, Chairman of Srinivasa Farms Group, and one of the founders of the National Egg Coordination Committee in India has been bestowed with the prestigious Denis Wellstead Award "International Egg Person of the Year 2023" by The International Egg Commission (IEC). He is the first Asian to receive this highest award.

The International Egg Commission (IEC) recognised and presented the award for his notable success and outstanding achievements across the global egg industry at the recent IEC Global Leadership Conference Lake Louise 2023.

Presenting the award IEC Chairman, Greg Hinton said, "Mr Chitturi has contributed significantly to the development of the Indian poultry sector throughout his lifetime. He not only built his own business, Srinivasa Farms Group, from the ground up, but he has also been instrumental in working closely with the government to streamline processes for the industry, creating better employment opportunities and raising the calibre of poultry products in India." "Mr Chitturi was one



Denis Wellstead Award - Chitturi Jagapati Rao, accepted by Suresh Chitturi

of the founders of the National Egg Coordination Committee in India, an association for producers which has been instrumental in supporting the industry to grow exponentially. Mr Chitturi's contributions to the Indian layer industry have not only revolutionised the sector but also improved the lives of many people, so we are thrilled to honour him with this award" Greg added.

On being honored with the "International Egg Person Award", Chitturi Jagapati Rao said, "I am deeply honored and humbled to receive the prestigious 'International Egg Person of the Year' award. Eggs are not just a source of nutrition, but also a symbol of hope and sustainability for a brighter future. This recognition is a testament to the incredible work of countless individuals and organizations dedicated to advancing the egg industry globally. I share this honor



Golden Egg Award to Jagapati Rao Chitturi and accepted by his son Suresh Chitturi

with all those who are committed to promoting the benefits of eggs, and the family of Srinivasa Farms Group."

IEC Chairman Greg Hinton said: "The IEC awards are always a highlight of the Global



"I treat this International Egg Person Award as an award to me and to India", said Mr C Jagapati Rao talking to Poultry Fortune editor M. A. Nazeer when the editor called on him to congratulate him on receiving the international award.

Leadership Conference, offering an opportunity for us to honour the

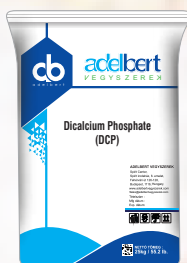
passion, commitment, and enthusiasm of brilliant individuals and organisations within our industry every year."

About Srinivasa Farms Group

The Srinivasa Farms Group was founded in 1965 when Jagapati Rao Chitturi (chairman) forayed into the poultry business in Hyderabad. It operates an integrated layer and broiler breeding business in India and is headquartered in Hyderabad, Telangana, India. The company has presence in soybean crushing, feed mills, layer and broiler breeding, integrated contract farming and a slaughterhouse (Chicken Processing Plant). The group envisaged a mega food park as part of its diversification plans to provide food processing infrastructure to small and medium enterprise. Srinivasa Farms Group committed to pursue a collaborative growth model to expand allied businesses such as retail, processed foods and agri-businesses.

Additional Information

- Soybean Crushing Plant: Located near Nagpur, with a 150,000 MT annual crushing capacity.
- Feed Mills: Near Vijayawada, with a combined capacity of 237,600 MT per year, using soybean meal from the Company's crushing plant.
- Layer and Broiler Breeder Farms: Parent capacity of 420,000 birds and 32 million DOCs per year for layers. 3,00,000 parent birds producing 60 million (Hatching Eggs) per year for broilers.



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- Integrated Contract Farms: Located in Andhra Pradesh and Telangana, rearing 10 million birds with support services for contract farmers.
- Chicken Processing Plant (CPP): Near Hyderabad, processes 2,000 birds/hour, licensed by FSSAI. HACCP and FSSC certified.
- Mega Food Park (MFP): Developed in Andhra Pradesh, spread over 54 acres, with a hub-and-spoke model. FSSAI approved and FSSC certified plant.
- Branded Egg Sales (Hello Eggs and Freshen brands) to retail stores and institutions.

About The International Egg Commission

Established in 1964, the International Egg Commission (IEC) is a not-for-profit organisation that represents the egg industry internationally; it has members in around 80 different countries. Its members include national egg associations, egg farmers, egg graders, and processors around the world. Part of the role of the IEC is to provide information to assist with national and international decisions and policy-making, it does this through its membership, its publications, and liaison with other international organisations, including World Organisation for Animal Health (WOAH), World Health Organization (WHO), Consumer Goods Forum (CGF), and the United Nations' Food and Agriculture Organization (FAO).

ICFA launches World's First International Agro Arbitration Centre in New Delhi

IAAC will fulfil the need of India's and global disputes settlement in food and agriculture sector



Launch of Agro Arbitration Centre

New Delhi: IAAC is set to emerge as a trustworthy global institution with an expert panel comprising legal, financial, and agro-trade professionals at its core, Justice P. Sathasivam.

Launching the world's first agro focussed dispute settlement body, International Agro Arbitration Centre (IAAC) on 13 October 2023 at New Delhi, promoted by the Indian Chamber of Food and Agriculture, Justice P. Sathasivam, Former Chief Justice of India and Former Governor of Kerala, said that IAAC is poised to revolutionize dispute resolution mechanism within the agricultural and

food sector in India and worldwide.

Agriculture is an incredibly diverse sector. Post WTO food and agro trade has significantly grown to over \$2 trillion and a large number of companies have gone global today with trade, technologies and businesses. While USA, Netherlands, Germany and Brazil occupy top positions in agro food exports, India is fast catching up, exporting Agri products to more than 150 countries in the world, accounting for more than \$55 billion and importing close to \$25 billion. Such rapid growth in trade gives rise to many issues and trade disputes,

which need to be promptly and cost-effectively addressed, said Justice P. Sathasivam.

Domestic agro sector is also huge and different businesses from inputs to output and services are rapidly expanding with innovation and new products and technologies. While the rising business and trade of agriculture comes with its own benefits, the disputes arising within the agro trade industry can hinder its efficiency in several ways. These disputes may crop up for a variety of reasons; contract disputes, nuisance claims, produce quality, patent and IPR

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► infringements, payments and debt recovery, among others, Said Mr Justice Anil R Dave, former Judge, Supreme Court, while highlighting the vacuum felt for long time of sector specific arbitration centre with domain expertise.

Bearing in mind the gravity of such issues, IAAC, a unique agro sector focused arbitration centre, has been incepted to provide a forum to address the challenges and mitigate the negative effects that disputes can have on productivity, relationships, costs, ultimately promoting a more productive and efficient agro trade and businesses globally, asserted Dr M.J. Khan, Chairman of IAAC and also the chairman of parent body, ICFA.

Recognizing the critical need for dedicated dispute resolution in the fields of agriculture and food, IAAC is set to emerge as a trustworthy global institution with an expert panel comprising legal, financial and agro-trade professionals at its core. The International Agro Arbitration Centre is an India based leading institution that provides alternative dispute resolution services to the agro food industry worldwide, said Dr Ashok Dalwai, Chairman, PM Task Force of Doubling Farmers Income.

The IAAC shall offer arbitration, mediation and expert determination services to resolve disputes that may arise in the agro sector with the country or outside. IAAC promotes the peaceful resolution of disputes in the agro and

food industry and trade through alternative dispute resolution mechanisms. The Centre seeks to provide cost-effective, efficient and impartial dispute resolution services that enable parties to resolve their disputes quickly and effectively, said Mr Siraj Chowdhary, Board Member, Tata Group and former Chairman, Cargill India Limited.

The Indian policy and judicial system also encourages commercial disputes to be resolved through the mediation process and arbitration, before approaching the Courts. IAAC's commitment extends to providing equal opportunities to parties across the globe, transcending geographical, linguistic and financial boundaries, said Justice Sathasivam in his closing remarks.

The launch program was joined online by IAAC's global board members. Ms Khairul Nessa, Executive Director, World Trade Centre and Vice Chair, WTC Global Agriculture Committee, Mr Tarun Shridhar, Member, CAT and former Union Secretary, Dr Abusaleh Shariff, Chairman, US-India Policy Institute, Mr HariKshan Rankawat, President, Federation of Indian Industries, UAE and Dr Vikas Chaturvedi, Chairman, Institute of Chartered Accountants of India, Amsterdam, according to a note received from Ms Shamshravish Rein, Executive Director, IAAC, Advocate, Supreme Court of India, Email: shamshravish.rein@agroarbitration.com

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Report on Comprehensive Refresher Programme conducted by Centre of Excellence for Animal Husbandry, Hessarghatta on 7–11 September 2023 for Assistant Professors of TANUVAS

CEAH-Bengaluru – Animal Husbandry Academy of India is setup under Government of India, Ministry of Fisheries, Animal Husbandry & Dairying, and Department of Animal Husbandry & Dairying as a consortium of 5 organizations at Hessarghatta vide Order No. F.A-430011/3/2023-Estt (HQs), dated, 14 March 2023. This Academy is formed as per the guidelines of DoPT for National Programme for Civil Service Capacity Building (NPCSCB) under “Mission Karmayogi” of



Guest Lecture by Prof. Isloor

Government of India.

CEAH-Bengaluru is spread over 642 acres distributed in four campuses at Hessarghatta. Campus – 1 consists of Central Poultry Development Organization & Training Institute (CPDO&TI), Campus – 2 consists of Central Frozen Semen Production & Training Institute (CFSPTI) and Central Cattle



Prof. R. N. S. Gowda, Chief Guest, addressing the event

Breeding Farm (CCBF), Campus – 3 consists of Animal Quarantine and Certification Services (AQCS) and Campus – 4 consists of Regional Fodder Station (RFS).

CEAH Bengaluru has state of art automation units at poultry, Modern dairy sheds, ET lab, Sex-sorted semen lab, International Animal Quarantine facility, biggest fodder unit in the country with latest technology adoption for irrigation. The Academy consists of four campuses with conference halls, class rooms, officers and farmers hostels with boarding and lodging facilities.

CEAH Bengaluru Academy organized its Ninth Comprehensive Refresher

Programme (CRP-9) for Assistant Professors of TANUVAS, Tamilnadu from **07th to 11th September, 2023**. This course is planned with a 360 degree approach for knowledge enrichment and generic issues with the following outcomes expected to be covered:

Candidates were exposed to information on Govt. institutions of State and Central of Department

of Animal Husbandry & Dairying across the country. Latest innovations, govt. schemes of both state and central sector, soft skills for adoption in service delivery, successful business models, project report analysis, activity based learning including pre-training and post-training analysis. The young veterinary professionals will be motivated and trained in the modern challenges of Animal Husbandry Sector.

On 04 September 2023, **Dr P.S. Mahesh**, Joint Commissioner & Director, CEAH inaugurated the programme. In his inaugural address, he briefed the mandates of CEAH Bengaluru



Teachers Day Celebration



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Field Visit to CFSPTI

the consortium of 5 organizations to aspire to be best Animal Husbandry Academy in India with state of art infrastructure facilities and a robust revenue model. Later, all trainees were given a digital pre-training analysis through Google Forms by **S.M. Anwar Basha** with a pre-designed format to understand the training needs of officers in various subjects.

Dr Mahesh P.S. Joint Commissioner & Director of CEAH academy made a presentation on Prospects of Indian Animal Husbandry Sector which is estimated to be double the Automobile sector (7.5 lakh crores) contributing about 15 lakh crores to the Indian GDP. The Dairy sector is estimated to be about 8 to 10 lakh crores, poultry 2 lakh crores and rest three lakh crores is from small ruminants etc. Indian Animal Husbandry Sector is most promising with a sustained growth for rural

economy, employment and nutritional security.

In the afternoon, trainees **Dr Sonali Nanda**, Assistant Director made a presentation on the activities of CPDO&TI including the future proposed activities at CPDO&TI. Later the trainee officers were taken to **CEAH Campus-1** CPDO&TI to visit automation units in poultry, feed mill, hatchery and demo unit. They were briefed by **Dr Abhinav Choudhary** and **Dr S. Balraj** about requirements of Automation, Functioning of

Feed Mill and Hatchery at the field.

On 05 September 2023 being **TEACHERS DAY**, a grand celebration was made by cutting a cake in the lawns of CPDO&TI. This was followed by **Dr Abhinav Choudhary**, **Livestock Officer** who gave an insight of practical aspects of Sheep Rearing and management of Sheep Farm. Later, **Dr P Nallappa**, Managing Director, Jagadish Poultry Farm, a successful entrepreneur in poultry made elaborate presentation on Economics of Broiler and Broiler Breeding Farms with unit cost and suggestions for adaptation to make poultry enterprise most profitable venture. **S.M. Anwar Basha** made a presentation on Basics of Animal Nutrition and importance of Quality Control in Livestock Feeds.

In the afternoon, trainees visited **CEAH Campus-4** to visit Regional Fodder



Lecture

Station, wherein they were exposed to fodder demo plots, fodder seeds display with a brand "Fodder Gold" followed by demonstration of Rhodes cultivation. The trainees were taken to artificial irrigation pond which is recently developed at this centre with 100ft x 100ft x 12 ft depth holding more than 20 lakh liters of water for sprinkler irrigation. **Dr Aditya** and **Ashwathappa** made presentations about fodder management for the trainees.

On 06 September 2023,



Valedictory Function



Teachers Day Celebration



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Visit to CPDO&TI Hatchery

Wednesday, **Mr Santosh**, a sheep entrepreneur presented the success story with interesting facts of Nomadic Herds of Sheep across India with very sustainable profitable sheep farming. He mentioned in his address that money saved is money made in sheep farming with greater control on inputs. The stall feeding of sheep farming has its own challenges that require higher cost, commitment and proper marketing strategy. Later this session was followed by **Mr V. Sudhindranath**, Desi Cow farming entrepreneur of “Naati Hasu Goshala” with a brand name “Pashu Thai” for the products of the organization. He is maintaining more than 500 desi breeds with more than 10 breeds of desi origin. He has been very successful in producing various products under his venture namely, Panchagavya, Agnihastra, Balms, Phenyls, Health products etc., by adopting innovative interventions like chalf cutting, silage making, gobar gas production, multistoried cow sheds, solar adaptations etc. This session was followed by **Dr Mahesh P.S.** guided

the trainees on the topic of Communication and Presentation Skills.

In the afternoon, Trainee officers visited **CEAH campus-2** to visit facilities of Central Frozen Semen Production and Training Institute (CFSPTI) and Central Cattle Breeding Farm (CCBF). They appreciated the facilities of Semen Lab, ET lab, cattle sheds, milk collection etc. **Dr Bhaskar**, Deputy Commissioner, **Dr Atulya M.**, Asst. Commissioner and **Dr Abdul Salam**, Livestock Officer explained the facilities. This was followed by presentations by **Dr Arun Prasad**, Joint Commissioner. CFSPTI on activities of CFSPTI.

On 07 September 2023, the session started at 9.00 am with **Dr Gopakumar**, CEO and Managing Director of DLG farms India (USA) on successful piggery enterprise in detail with ideal 3 way crossing, breeder model, franchise model,



Visit to NIVEDI Lab

piglet fattening model etc to make piggery one of the most successful enterprise. Later the trainee officers visited **National Institute of Veterinary Epidemiology & Disease Informatics (NIVEDI)**, Yelahanka Bengaluru.

Prof. Dr Vivek Patil from KVAFSU, Bengaluru dealing on Animal Husbandry Projects and analysis online deliberation, he demonstrated salient features of Dairy Project in detail including calculation of ratios and feasibility concerns.

In the afternoon, trainees visited **CEAH Campus-3** Animal Quarantine Certification Services (AQCS). **Dr Tapan Kumar Sahu**, Deputy Commissioner along with **Dr Nivedita**, Quarantine Inspector made presentations about

requirements of export / import of livestock products through AQCS Bengaluru and provisions of Livestock Importation Act. Later they were shown all the facilities of AQCS. In the evening for the first time CEAH Academy introduced “Activity Based Learning” which was conducted by **Dr Abirami** from, NSB Academy Bengaluru. Trainee officers along with CEAH academy team participated with highest enthusiasm.

On the last day, 08 September 2023, trainees visited “Naati Hasu Goshala” at Kakolu early in the morning 7.00 am to appreciate the activities at the Desi Cattle Farm. This is followed by **Dr Vinod Bhat**, Joint Commissioner, Govt. of India and Secretary Veterinary Council of India joined online for the presentation on Veterinary



Visit to NIVEDI Bangalore

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Council of India and issues of Veterinary profession. The last session was presented by **Dr Mahesh P.S.** with a future vision of Animal Husbandry Sector and Vet as a successful entrepreneur. **S.M. Anwar Basha** issued trainees Post Training google forms to seek their feedback in both google forms and written form.

This Special program for Assistant Professors of TANUVAS was well received and requested to increase it to 10 days so that it will meet their requirement for career advancement. "The Teachers became well motivated Students & inspired to create Future Leaders in their University"

The CRP-9 programme concluded with a Valedictory Function. Each trainee officer were given with Kit consisting of (Executive Bag, CEAH memento, Certificate, Group Photograph and Card Drive (pen drive) consisting of all the presentations made during the five days. The trainee officers expressed their satisfaction and they rated the programme as Excellent in both "Google forms under post-training analysis and written feedback).

Dr Mahesh P.S., Joint Commissioner & Director, acknowledged the tireless efforts of the entire Academy Team both the front end and back end consisting of logistics, hotel arrangements, outdoor team, etc for making this programme very successful.

Pas Reform Academy collaborates with Tyson Foods in the US to train key hatchery staff



United States: Royal Pas Reform recognizes the crucial importance of staff operational and technical skills in the success of any hatchery operation. To this end, Pas Reform Academy recently organized a three-day hatchery training program in collaboration with Tyson Foods, one of the world's largest processors and marketers of chicken, delivering both classroom training and hands-on practical hatchery sessions.

More than 20 team members from nine Tyson Foods and Cobb-Vantress hatcheries were invited to the state-of-the-art Tyson hatchery in Humboldt, Tennessee. The interactive, hands-on training program revolved around incubation, technical support and engineering efficiencies and was tailor made to fit Tyson's needs.

The program focused on the latest insights in incubation technology, combined in a series of theoretical and practical exercises, where participants learned from Pas Reform Academy's trainers and shared

experiences with other professional hatchery personnel.

The training began with an exploration of factors affecting hatching egg quality, with particular attention given to egg handling, sanitation and storage. A detailed presentation and practical applications in embryology followed, to form a solid foundation for group discussions on how to optimize support for the embryo during incubation.

The classroom presentations were by Royal Pas Reform's Senior Poultry Specialist, Gerd de Lange, Incubation Specialist Eline Holtslag and HVAC specialist Niek Yntema, with additional presentations from Dale Maloney (Daikin) and Dr. Mike Wineland.

The second and third day involved hands-on training in the Tyson hatchery. This included embryology, measuring egg-shell temperature, break out of clears and hatch debris,

HVAC, egg-handling automation, in-ovo injection and transfer, and setter management. For this, the Royal Pas Reform training team was joined by Global Installation Manager Emiel Fieldt, Regional Sales Director Walt Wages and Incubation Specialists Rickey Cates and Terry Doss.



Eline Holtslag comments: "Pas Reform Academy has developed this interactive, 'hands-on' hatchery management training program to help support customers with high-quality content, based on the latest developments and insights. Our aim is to enhance the technical understanding and operational skills of key hatchery professionals, in order to deliver the highest number of best-quality chicks."



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Venkateshwara B V Bio-Corp organises Technical seminar on “BV 300 Nutrition and Management”

Chittoor: VENKATESHWARA BV BIO-CORP PVT LTD organized Technical seminar for commercial Layer Farmers on Tuesday 17th October, 2023 at Hotel Prabha Grand Inn, Chittoor, Andhra Pradesh. This technical seminar was attended by layer farmers of Chittoor and surrounding area. Mr Vijay Babu, Sr. Zonal Manager, Venkateshwara B V Bio-Corp Pvt Ltd. welcomed all attendees. Dr N. Baburaj (DGM - Marketing) introduced the Speaker Dr Sunil Nadgauda (DGM - Technical). Dr Baburaj also shared his thoughts regarding current Poultry Industry scenario in the area.

The speaker for this seminar, Dr Sunil Nadgauda explained in detail about the “BV 300 commercial Layers Nutrition and Management” in all aspects. During discussion he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- BV 300 performance review.
- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Early Laying Nutrition to maximize peak production and to maintain the consistency.



- Benefits of Phase feeding – to reduce the overall egg production cost and to optimize the efficiency.
- Alternative sources of Protein & Energy and precautions to be taken while using the alternative feed ingredients.
- Maintaining the egg shell quality during extended laying periods.
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Dr N. Baburaj discussed and translated the presentation in local language with all the attendees.

Dr Rajendra Mudholkar, Technical Manager presented regarding Gizzard Erosion and Dermatitis in Commercial Layers. He discussed in detail regarding the causes and best possible solutions to prevent the problem.

Dr Sunil Nadgauda answered the queries of the attendees related to the subject and other technical queries regarding layer nutrition and management.

Mr P. Pranith, Director of Balaji Hatcheries, presented regarding the layer farming in Chittoor area and future plans to improve the productivity and profitability of the layer farmers. He also assured the layer farmers regarding best technical of services for farming. He pointed the Importance of having a Cooperative society of Layer farmers for betterment of Layer Poultry industry in Chittoor region.

Ms P. Neeraja MD, Balaji Hatcheries suggested to utilize the available resources for better performance.



The Technical Seminar was attended by around 80 Layer farmers surrounding the Chittoor area. Mr Vijay Babu, Senior Zonal Manager proposed vote of thanks to all. The local Venworld Team organised this technical seminar.



A view of participants in the seminar

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World Egg Day Celebrations held at Hyderabad by NECC, PFI, TPF, NECPC and IPJA

Dr K. Balaswamy, Adviser, NECC has explained the theme of World Egg Day as Eggs for Healthier nation. In a specially released press note, he explained that they have been convincing the Medical Practitioners about the goodness of Eggs and advise all people of ages to take Eggs

in all advanced countries reached above 300 eggs while India's per capita remained at 95 Eggs only whereas the NIN recommends 180 Eggs.

Mr D. Sudhakar, Central Committee Member of NECC narrated how NECC was formed by Padmasri Dr B.V. Rao uniting the



without any inhibition. The Egg as he said contains no cholesterol harmful to the body. On contrary, the eggs help to build good cholesterol that repairs the muscles. In his presentation he suggested that from 7th month baby onwards till the aged can take the eggs including the yellow yolk. American and British scientists and nutritionists have accepted the goodness of eggs and per capita consumption

farmers of the country made the egg prices declaration possible for the last 42 years. He has stated that no other agricultural commodity in the world has the right of declaring its price by the producers. Mr J. Sanjeeva Reddy, Chairman Hyderabad Zonal Chairman described Hyderabad as the Egg Bowl of India and Telangana takes credit of consuming highest number of Eggs 180 per

Godrej Agrovet Breaks Ground for Palm Oil Complex in Telangana

Khammam: The Godrej Group, which broke ground for a ₹300 Crore integrated palm oil complex in Khammam recently, is considering investing in dairy, pharma, personal care products, furniture, real estate, retails, poultry and aquaculture.

'Telangana is all set to become a new home for the group. The ground-breaking for the palm oil factory in Khammam is the

first of many investments in diverse areas such as dairy, animal feed, retail, real estate, FMCG and more that we are working closely together on,' said Minister K. T. Rama Rao, who along with senior leadership of the group, participated in the function of Godrej Agrovet in the district.

'We are fostering a deep relationship across many sectors,' the Minister said.

capita on an average. Mr K. Mohan Reddy, President, Telangana Poultry Federation thanked the Government of Telangana for helping the Poultry farmers with Electricity subsidy, maize supplies and abolition of few taxes and provision of eggs in mid-day meals, hostels and hospitals. He appealed that eggs may please be included in school children breakfast scheme also. Mr D. S. Subramaniam, Vice President, Poultry Federation of India explained about Central Govt Schemes of Poultry Farmers, permission for import of Soya in needs, Vaccine permission for emerging diseases etc. Mr P. Chakradhara Rao former President of IPEMA, appealed to include about Eggs in school children test books as special subject to understand nutritive value of eggs.

Mr Uday Singh, President of IPEMA, announced that arrangements are carried on for Poultry India Exhibition to be held on 21 November 2023 in Hitex Exhibition Centre.

Mr K.G. Anand, General Manager, Venkateshwara Hatcheries, appealed that farmers should gear up to export eggs to other countries as scarcity prevails and demand raises. Dr Ezil Kumar, CEO, NECC explained that in spite of several hurdles from other states Andhra Pradesh and Telangana have been exporting eggs to other states by coordinating with other zones.

Mr M. N. Rao, Editor, telugu poultry magazine was honoured on this occasion.

Mr Sanjeev Chintawar, Business Manager, NECC proposed vote of thanks.

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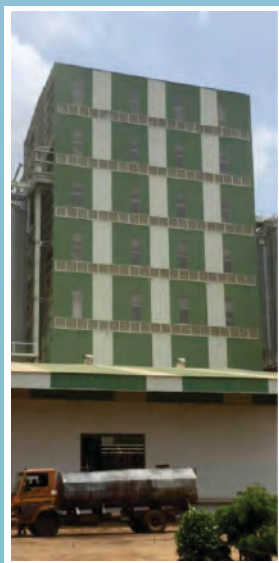
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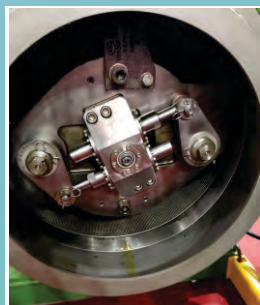


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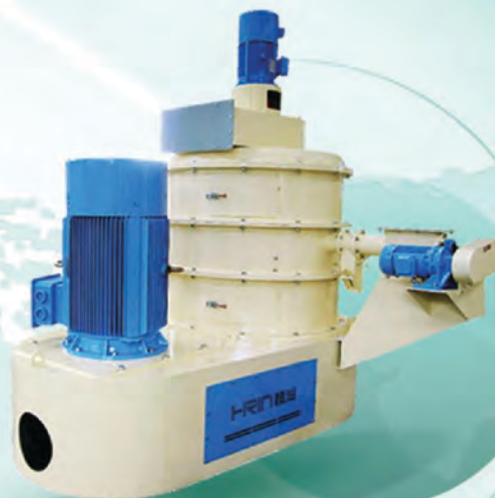
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REDUCTION OF HEAT STRESS IN BROILERS

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Keche Vishal Arun Rao, R. Amutha and E.L. Aadhie Shrie

Department of Poultry Science,
Veterinary College and Research Institute,
Namakkal - 637 002, Tamil Nadu, India

INTRODUCTION

Animal farming, particularly poultry production, is facing the challenge of global warming. Hyperpyrexia condition causes high mortality and growth depression of poultry and consequently results in huge economic losses. Due to lack of sweat glands, birds under thermal stress spend less time in feeding, more time in drinking water and panting, as well as more time in flapping wings, less time walking or moving and more time resting for dissipating heat. In addition, the physiological and metabolic responses such as modifications of blood parameters, plasma hormone concentrations, oxidative stress and meat acidity were also seen in birds when exposed to high temperature. Specifically, Heat stress can induce intestinal dysfunction showing the impaired intestinal morphology, increased intestinal permeability, decreased absorptive function and enhanced oxidative and immune injury. In addition to temperature-reducing equipment, nutritional manipulations techniques, such as increasing diet nutrient Vitamin C, Selenium, Chromium, probiotics or plant extract, are increasingly developed and used in poultry to enhance their capacity against high temperature environment.

High environmental temperature is injurious to chicken which causes high rate of morbidity and mortality. Modern commercial poultry produces more body heat due to their fast metabolism. This makes birds more sensitive to environmental temperature. An elevated climatic temperature affects the behavioural, physiological and immunologic response of broilers causing unfavourable consequences like immune-suppression, endocrine disorders and electrolyte imbalance which reduces profitability. Therefore, it is important to study the effect of heat stress on poultry production.

Generally, poultry birds express different types of responses according to intensity and duration of heat stress. Discomfort Zone causes heat stress and birds spend less time in feeding, moving, walking and more time in panting, drinking, elevating wings and resting. The neuro-endocrine system performs central role in the maintenance of healthy body functions in humans as well as in birds. High temperature alters the neuro-endocrine system and activates Sympathetic-adrenal medullary axis (SAM) including the hypothalamic-pituitary-adrenal (HPA) axis, which increases the glucose synthesis for the survival of chicken

during stressed conditions. The HPA axis is the main stress marker rather than corticosterone, because corticosterone concentration can be increased under positive or negative stimuli due to presence of an invader. The SAM also controls the flight, or fight responses, because it detects response and transfers stimuli from the hypothalamus to the adrenal gland. Under stressful conditions, epinephrine (adrenalin) is secreted from SAM, which initiates fast response in the form of tachycardia (increased heart rate) and glucose synthesis. It is difficult to evaluate stress when epinephrine is secreted at a high rate during stress conditions. Cortisol and corticosterone are primary glucocorticoids. The long time secretion of corticosterone under chronic stress may have detrimental effects on chicken, such as depression, reduced immunity, cardiovascular problems and breakdown of muscle due to gluconeogenesis and decreased cognition. The heat stress causes distress in birds and affects the immune response of chicken through initiation of inflammatory cytokine (interleukin-1) which constrains the function of the hypothalamic-pituitary-gonadal axis and reduces the defence system in poultry.



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EFFECT OF HEAT STRESS ON PRODUCTION PERFORMANCE

Chronic heat stress in broilers negatively affects fat metabolism, muscle growth and reduces the meat quality and chemical profile due to electrolyte imbalance and activation of lipid peroxidation. Further, Heat stress reduces protein content and increases fat deposits in chicken.

STRATEGIES TO REDUCE HEAT STRESS IN POULTRY**1. ENVIRONMENTAL STRATEGIES**

One of the key factors to reduce the effects of heat stress is environmental modification.

However, environmental technical strategies cannot alleviate heat stress in the poultry farm if nutritional programmes, disease control and genetic status of poultry are not optimal. Stressful environmental condition can be reduced by using basic designing rules to enhance poultry farming in a hot environment.

a) Shape of Housing:- Semi-open buildings (air movement into and out of buildings to remove ammonia, carbon dioxide and moisture) are suitable in hot and humid locations with natural or artificial shading (surrounding vegetation and grass over) and water consumption.

b) Roofing:- Roofs should be clean, rust and dust free. A shiny surface reflects solar radiation more than a dark or rusty roof. Roof reflectivity can be increased by painting with metallic zinc paint or by an aluminium roof.

c) Ventilation:- Proper ventilation can increase convective cooling by using circulation fans. Both, heat production and body heat loss in poultry are related to heat stress. Heat stress should be managed in poultry housing to reduce the unfavorable consequences on chicken. Stress associated health problems can be minimized via ventilation technologies. Ventilation equipment should be installed properly and maintained regularly. Additional ventilation fans and generators should be available in

order to manage an emergency situation.

Under condition of high temperature or humidity, catching, loading and transporting cause particular stress risk to the birds. Thus, plans including daily attention to meteorological forecasts should be made in advance to take the correct actions in order to reduce the risk of overheating. Catching and loading of chicken should be done early in the morning. Ventilation fans or additional mobile fans should be provided for the yet uncaught birds during the catching and loading operations.

d) Water:- Water should be regularly offered to the uncaught birds by lowering the drinkers from time to time, thus providing adequate water supply, feed and light for that birds.

e) Density:- Density is one of the critical features during the hot summer seasons. Therefore, the number of birds should be adjusted according to crate design and environmental temperature. Chicken crates should be settled on the vehicle thus allowing for sufficient ventilation. Ventilation holes on fixed crates must be opened. Fully loaded vehicles should be parked in well-ventilated lairs. The evaporative heat dissipation depends on temperature and humidity as it increases with temperature and decreases with increasing humidity. Thus, high temperature along with high humidity is more injurious to broilers than high temperature with low humidity.

2. FEEDING STRATEGIES

Several successful dietary strategies have been used to mitigate the harmful effects of increasing environmental temperature. The purpose is to fulfill the special needs of chicken in hot climates via application of water, nutrients, electrolytes, vitamins and minerals. It has been noticed that restriction of feed, fat addition and excess protein reduction are specially recommended to minimize the detrimental effects of heat stress and improve the birds performance. Early Feed Restriction

(EFR) reduces the negative influence of heat stress on growth performance and immune system of broilers.

Fat supplementation in feed also increases the nutrient value of other feed components and reduces the feed retention time in the intestinal tract and enhances the utilization of nutrients. During extreme successful conditions, the feed should be composed of highly digestible nutrients. Therefore, the poultry industry has suggested the use of quality protein and amino acids (Methionine and Lysine) in order to reduce the heat increment and the negative effects of high temperature.

Under heat stress, minerals (Fe, Zn, Se and Cr) and vitamins (A, C and E) are excreted from the body of chicken resulting in mineral and vitamin deficiency. The dietary supplementation of vitamins, minerals and electrolyte balance has been reported to reduce mortality and improve the growth rate of poultry under harsh environmental conditions. The dietary additions of salt electrolytes viz., ammonium chloride, potassium chloride, sodium bicarbonate in feed or drinking water could improve the performance of broilers and protect them from the injurious effects of heat exposure. The addition of sodium bicarbonate (4-10 g / T) in feed helps to maintain the acid base balance in the birds resulting from panting (respiratory alkalosis). Potassium chloride (0.25% - 0.5% or 0.5 - 1.0%) in drinking water or feed restores the balance of electrolyte salts.

Heat stress causes unfavorable changes in the gut microbiota. The supplementation of probiotic based lactobacillus strains may help to balance the gut microbiota of chicken suffering from high temperature. Several special feed supplements like dietary enzyme, baking soda, zinc bacitracin; osmotic protective supplements may also be helpful in reducing heat stress mortality.

The physical appearance and feed quality (crumble, pellets or mash)

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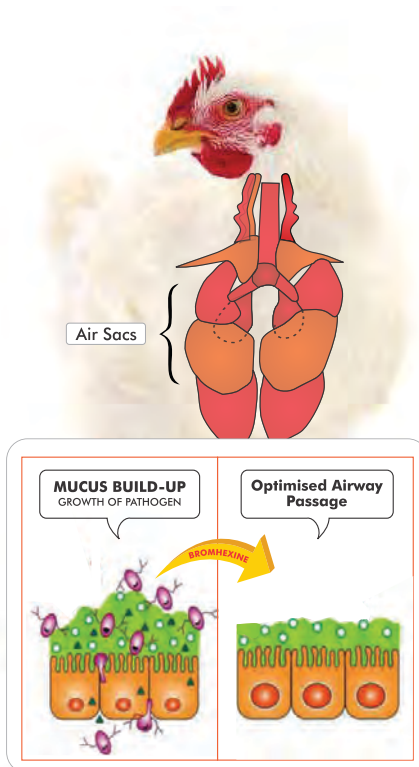


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encourage appetite in birds. The consumption of pellet-feed requires one-third less feeding time compared with spilled feed and allows chicken to save around 6 per cent of energy. This may control the heat production. Feed storage should not be longer than two weeks; mainly during the winter season in order to reduce the chance of mycotoxin. Feeding time should be in the morning / evening or follow the night feed principle. The feed consumption should be adjusted properly and formulated according to the special requirements of the breed. The restricted feeding to the broilers about 4-6 hour prior to daily peak in temperatures in order to reduce the increase of body temperature during feed intake in hot climates.

3. GENETIC STRATEGIES:

Breed improvement programmes have increased growth rate and feed efficiency but results in lower heat tolerance. However, the response

of genotypes in high temperatures might be different from those in a thermo-neutral environment. Heat stress reduces the disease resistance of birds due to loss of immunity. In poultry, there are several traits that favor heat tolerance. Feather features can be controlled by selection and/or mutations of dominant genes such as Naked neck (Na) or Frizzle genes. The Na genes results in higher growth rate and meat yield in broiler chicken under thermos-neutral temperature; this effect is particularly noticeable at high temperatures. A growth rate under high temperatures may be associated with high concentration of tri-iodothyronine (T₃). It also reduces the fat deposition in skin and breast muscles which increases heat dissipation via the neck.

A study has shown that Na genes affects the feather growth directly and reduces the cover by 20 per cent and 40 per cent (relatively to body weight) in the heterozygous (Na/na)

and homozygous (Na/Na) chicken groups, respectively, as compared with the normal or fully feathered group under chronic heat stress. In broiler chicken, the Na/Na or Na/na (naked neck) gene, compared with na/na (fully feathered) gene, improved feed efficiency and body weight but had lowered body temperature. Frizzle (F) feather gene reduces the feather insulation by curling and reducing the size of feathers. The positive effect of F gene on the growth rate of broiler is less than the effect of Na allele under high temperature. However, there is an additive effect in the heterozygous gene utilization (Na/na, F/f) in broiler chicken. The sex related recessive gene for dwarfism (dw) can be selected which reduces 30-40 per cent of adult body size and metabolic heat production in broiler breeders. However, the dw gene does not improve thermo-tolerance of broiler chicken under chronic heat stress.

Vices (Abnormal Behavior) of Poultry

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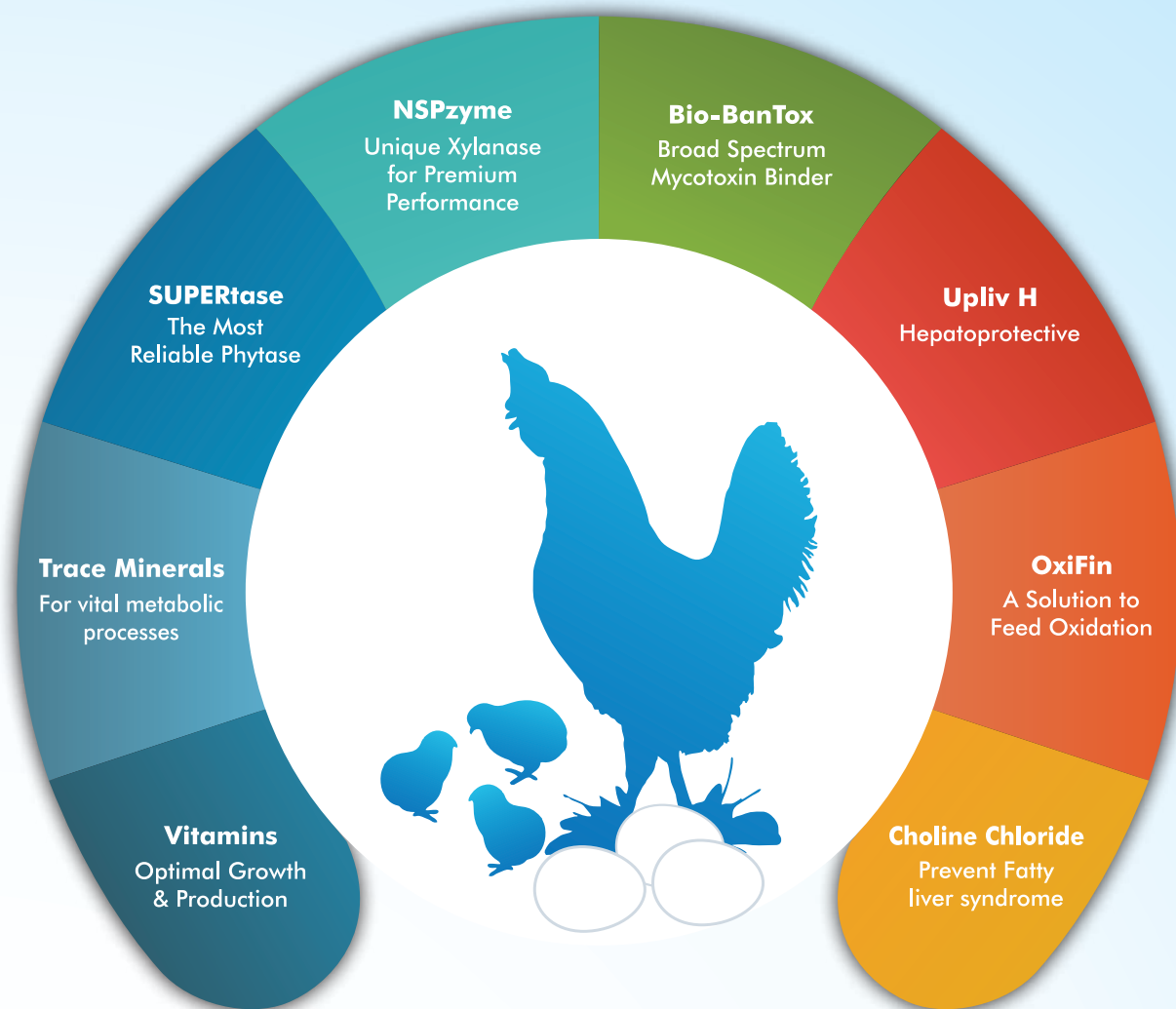
- Vice is a Latin word that comes from vitium which means failing or defect.
- Vices are an undesirable quality in a bird/animal. The degree of this undesirability varies considerably. Some vices are dangerous while

some are injurious and causes huge economical loss to the farmer.

- Birds may suffer from certain vices (bad habits), which become quite extensive right from the beginning and their eradication poses a big problem.

important vices in poultry

- ◆ Cannibalism
- ◆ Egg eating
- ◆ Egg hiding
- ◆ Pica.



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Vices	Prevention
<p>Cannibalism and Feather pecking</p> <ul style="list-style-type: none"> • Cannibalism is a condition in which birds of a flock attack their pen mate and eat its flesh, which may impose deep wounds and heavy mortality. • Vent pecking is common in laying birds. Once the birds adopt this vice it spreads rapidly through the flock. • Poultry farmers must remain vigilant to prevent cannibalism as it has got no direct treatment. • The presence of wounded or dead birds which show wound but otherwise appear healthy are indicative of cannibalism. • Feather pecking, i.e., pecking and pulling the feathers of other birds. Feather-pecking may be a form of redirected ground pecking. <p>In some housing systems, cannibalism can be a problem during the night.</p> <ul style="list-style-type: none"> • There are two kinds of feather pecking; gentle pecking that results in little damage called allopecking or allopeening. Severe pecking result in feather damage and feather loss, it is increased danger of exposed skin being injured. It is may due to low temp, high light, absence of litter and at end of lay. <p>Reasons</p> <ul style="list-style-type: none"> • Overcrowding, Protein deficiency, deficiency of salt and minerals, wounds in the body 	<ul style="list-style-type: none"> • Debeaking is the act of cutting or trimming the beak, it avoids pecking. • Birds involved in cannibalism & wounded birds must be isolated. • Margosa oil is found effective for wound healing in poultry. • Overcrowding of the birds must be immediately corrected. • The provision of red bulbs near laying nests may help during the period of the problem. • Quantity of vitamin, mineral mixture and salt may be marginally increased in poultry ration. • Increased amount of methionine in the diet is said to prevent this habit in layers.
<p>Egg eating</p> <ul style="list-style-type: none"> • Sometimes birds develop the tendency to eat their own eggs. • It becomes quite difficult to prevent this vice. • It may start due to the presence of cracked eggs or accidental breaking of eggs and once the birds develop taste for it they start breaking their own eggs. • Factors responsible for breaking of egg or cracking of egg are thin or soft egg shell or lack of sufficient bedding material in the laying area. • Presence of eggs for longer period in the pens may also encourage the birds to start egg eating. 	<ul style="list-style-type: none"> • Isolate the birds which have developed this habit. • In consultation with the expert, the quantity of limestone and protein should be increased in the diet. • Egg eaters should be kept in a cage in which egg rolls away, beyond the reach of the bird after laying of the eggs due to slope. • Debeaking also reduces this tendency. • Darkness in the laying area may prevent his habit. • Egg collection interval should be reduced.
<p>Egg hiding</p> <ul style="list-style-type: none"> • Egg hiding is a maternal instinct of jungle fowl and is not encountered in domestic fowl. But sometimes this habit may develop in the domestic fowl which are allowed freedom of movement. • They hide the eggs in the field, bushes etc. 	<ul style="list-style-type: none"> • Restrict freedom of movement of the birds. • Laying area should be built inside poultry house and made comfortable by providing sawdust, straw etc.
<p>Pica</p> <ul style="list-style-type: none"> • Birds start eating materials which are not fit for consumption, such as feathers, litter material, threads, etc. • It is less commonly found in modern poultry farm. • Phosphorus deficiency, parasitic infestation, new litter material etc. may predispose the birds to pica. 	<p>Good managerial care and balanced diet are recommended for the prevention of pica.</p>

Reference

Poultry behavior and welfare-Micheal C. Appleby

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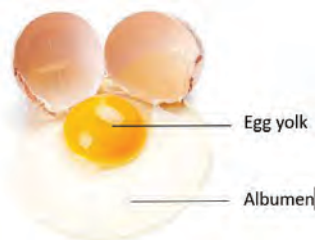
Eggs considered as mother nature's original superfood are among the most complete and versatile foods on the planet. A protein powerhouse and loaded with 13 essential vitamins, 11 minerals, Omega-6 and omega-3 fatty acids and antioxidants, eggs have become an integral part of a healthy diet without a reason. The perfect balance and diversity in its nutrients along with high digestibility and an affordable price has put the egg in the spotlight as a basic food for humans.

Table 1: Nutritional composition* of hen eggs

Component (Unit)	Amount	Component (Unit)	Amount
Egg shell (%)	10.5	Calcium (mg)	56.0
Egg yolk (%)	31	Magnesium (mg)	12.0
Egg white (%)	58.5	Iron (mg)	2.1
Water (g)	74.5	Phosphorus (µg)	180.0
Energy (Kcal)	162	Zinc (mg)	1.44
Protein (g)	12.1	Thiamine (mg)	0.09
Carbohydrates (g)	0.68	Riboflavin (mg)	0.3
Lipids (g)	12.1	Niacin (mg)	0.1
Saturated fatty acids (g)	3.3	Folic acid (µg)	65.0
Monounsaturated fatty acids (g)	4.9	Cyanocobalamin (µg)	66.0
Polyunsaturated fatty acids (g)	1.8	Pyridoxine (mg)	0.12
Cholesterol (mg)	410	Retinol equivalents (µg)	227.0
Iodine (µg)	12.7	Potassium (mg)	147
Tocopherols (µg)	1.93	Carotenoids (µg)	10
Selenium (µg)	10	Cholecalciferol (µg)	1.8

*Quantities represent an edible portion of about 100 g (Source: Jose et al., 2015)

An egg is formed of two main parts, the egg white (albumen) and the egg yolk.

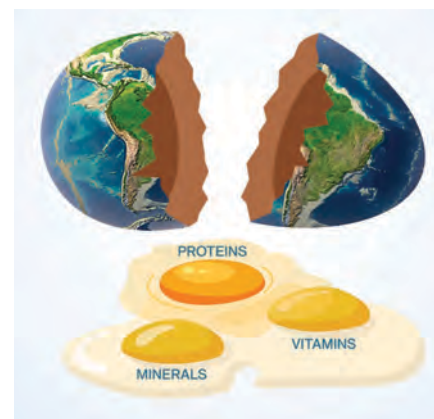


The egg white contains more than half the egg's total protein, niacin, riboflavin, chlorine, selenium, magnesium, potassium, sodium and sulphur and all the egg's zinc.

The yolk contains all the fat in the egg and a little less than half of the protein. It also contains the fat-soluble vitamins A, D, and E. Egg yolks are one of the few foods naturally containing vitamin D. The yolk also provides riboflavin, pantothenic acid, vitamin B₆, vitamin B₁₂ and folic acid, and the minerals iron, calcium, copper, selenium and phosphorus.

Health Benefits:

Trusted Source of Proteins: Eggs are a great protein source. According to the 2018 USDA National Nutrient Database, one large egg contains 6.3g



of protein distributed between the yolk and white portions (3.6 g in egg white and 2.7 g in egg yolk). It is well established that eggs are one of the best dietary sources of high-quality protein, with all of the essential amino acids, and are recognized for their high (93.7%) biological value (Kovas-Nolan J. et al., 2005). Based on the essential amino acids it provides, egg protein is second only to mother's milk for human nutrition.

Protein quality is assessed by the protein digestibility-corrected amino acid score, or PDCAAS; the higher the value of the PDCAAS, the better the protein meets the requirements for

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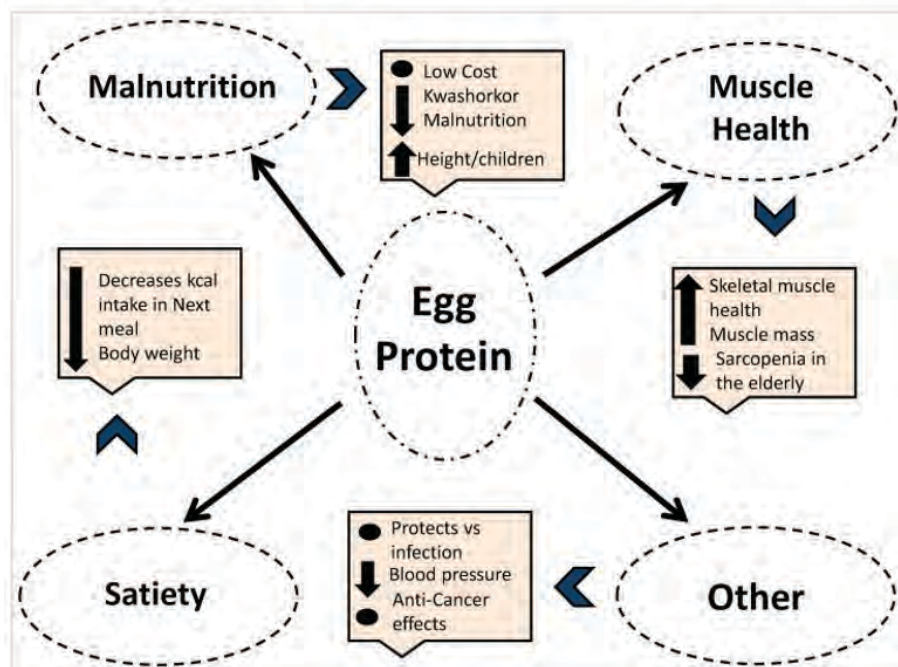
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all essential amino acids in regard to amounts provided and digestibility. For example, for children aged from 6 months to 5 years, the PDCAAS for eggs is 118%, compared to 92–94% for meat and fish, 90–93% for soy and 35–57% for cereals including rice, wheat, and corn (Tome D., 2012).

Egg protein has been shown to stimulate new muscle growth and repair muscles, decrease malnutrition, increase satiety, and therefore contribute to weight loss (Vander Wal J.S. *et al.*, 2008). It has other additional benefits including protection against infection (Li X. *et al.*, 2016), decrease in blood pressure, as well as anti-cancer effect. Both the egg yolk and egg white contain different proteins. For example, in egg whites, ovotransferrin binds metal ions, ovomucin has antiviral properties and lysozyme disrupts the cell walls of Gram-positive bacteria (Fernandez M.L., 2010). Egg yolk contains a protein called phosvitin (Yoursr M., Howell N., 2015) which reduces inflammation and promotes gut health. It is worthy to mention, eggs have been reported to be the most digestible protein source by the World Health Organization, measured as 97%, compared to 95% for dairy and 94% for meat.

Table 2: Beneficial effects of egg



(Source: Puglisi MJ, Fernandez ML., 2022)

Low Carbs: Eggs in their most natural form, does not contain any fibers and have low-calorie (80 calories per egg) with very little carbohydrates (0.7%). According to the National Agricultural Library, a large egg has less than half a gram of carbohydrate and this makes eggs perfect for low-carb diet plans.

Essential fatty acids: These are essential nutrients and required through diet as the body cannot make them. Fatty acid composition of egg can change depending on the diet of laying hens. In general, eggs are rich in omega-3 and omega-6 fatty acids. Omega-3 fatty acids mainly in the form of ALA (Alpha-Linolenic Acid), EPA (Eicosapentaenoic Acid) and DHA (Docosahexaenoic Acid), are vital for early brain development and vision. Eggs from unsupplemented laying hens may contain 93 mg ALA and 173 mg total omega-3 fatty acid (ALA, EPA, and DHA)/50 g egg while adding 15% dietary flaxseed can increase ALA and total omega-3 fatty acid content to 358 mg and 468 mg/50 g egg, respectively (Jia *et al.*, 2008; Samman *et al.*, 2009). Altogether omega-3 fatty acids confer health benefits including reduction of blood pressure, blood triglycerides, inflammation and the risks related to cardiovascular diseases. Along with omega-3 fatty

acids, omega-6 fatty acids also play a crucial role in brain function, and normal growth and development. As a type of polyunsaturated fatty acid (PUFA), omega-6s help stimulate skin and hair growth, maintain bone health, regulate metabolism and maintain the reproductive system.

Rich in Minerals: Eggs are rich in phosphorus, calcium, potassium and contains moderate amounts of sodium (142 mg per 100 g of whole egg). Eggs also contain all essential trace elements including copper, iron, magnesium, manganese, selenium and zinc (Table 1), with egg yolk being the major contributor to iron and zinc supply. Iron is essential for red blood cell formation and therefore carrying oxygen to the cells. It helps prevent anaemia, development of connective tissue and providing energy. Phosphorus is an element in all body cells, mostly known as part of the bone and teeth matrix. It also contributes to the energy metabolism and muscle growth. Iodine is required to make thyroid hormones; important for healthy growth and metabolic regulation. Iodine is also very important in brain development during pregnancy and early years. Zinc is crucial for healthy growth and development, especially during periods of rapid growth, such as infancy and during pregnancy. Selenium works with vitamin E to act as an antioxidant to help prevent the breakdown of body tissues due to free radicals.

Extra Vitamins: Eggs are a rich source of various vitamins. Vitamin A in eggs contributes to growth, reproduction, skin health, eye tissue and helps strengthen immune system. Vitamin D plays a fundamental role in maintaining calcium and phosphorus balance within the body, influencing intestinal absorption, bone health, kidney function, immune system modulation, and muscular cell growth and may help protect against certain cancers and auto-immune diseases. Vitamin E is an antioxidant that plays a role in maintaining good health and preventing disease. Vitamin K₃ serves as a pivotal coenzyme for blood clotting, coagulation and

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bone mineralization. All of the B vitamins are cofactors that work with a cognate enzyme, or chemical precursors of a cofactor. Vitamin B₂ or Riboflavin is involved in many vital metabolic processes in the body and is necessary for normal cell function, growth and energy production. Vitamin B₁₂ helps maintain the health of your blood cells, nervous system, DNA and brain and reduces tiredness and fatigue. Folate helps produce and maintain new cells; helps prevent a type of anaemia, helps protect against serious birth defects if taken prior to pregnancy and during the first 3 months of pregnancy.

Vital Choline: Choline is an incredibly important nutrient for our body. Choline is a water-soluble essential nutrient, that the body requires for neurotransmitter synthesis (acetylcholine), cell-membrane signalling (phospholipids), lipid transport (lipoproteins) and methyl-group metabolism (Penry J, Manore M., 2008). A single egg has about 100 milligrams of this nutrient and therefore is one of the best sources of it. Choline plays important roles in brain and memory development in the foetus and appears to decrease the risk of the development of neural tube defects (Rees W. *et al.*, 2006).

Abundance of Antioxidants: Eating eggs especially the yolk part offers an abundance of Lutein and Zeaxanthin—two newly-recognized nutrients, that has put the egg in the “functional food” category. A functional food is one that provides health benefits beyond its basic nutrient content.

These nutrients are known to slow down the degenerative process of eyesight and lower the risk of age-related macular degeneration (AMD), a leading cause of blindness in old people. These nutrients accumulate in the retina of your eyes and prevent them from ageing effects. The nutrients are best known to work against cataracts and macular degeneration.

Cholesterol Myth: Unfortunately, there is a lot of confusion around cholesterol and eggs. One large egg contains about 200 mg cholesterol.

Various research reported that dietary cholesterol (including cholesterol in eggs) has very limited impact on the blood cholesterol level. Only 15% of circulating cholesterol in the blood comes from what we eat. The other 85% comes from the liver.

Again, there are two different types of cholesterol: low-density lipoprotein (LDL) and high-density lipoprotein (HDL). LDL can build up in our blood vessels and is therefore called the “bad cholesterol”. While the most relevant function of HDL is to promote the efflux of excess cholesterol from peripheral tissues to the liver for excretion; a pathway known as reverse cholesterol transport (Khera AV *et al.*, 2011) and therefore HDL is called as the “good cholesterol”. The efflux of cholesterol is important

for maintaining cellular cholesterol homeostasis (Duong M *et al.*, 2006). Egg yolk contains high amount of HDL. Egg yolk HDL can be used to treat cardiovascular diseases (Eftekhari S *et al.*, 2015), stroke and other health issues.

The Bottom Line:

Overall, eggs are a highly nutritious food that can play an important role in a healthy diet and may be particularly valuable inclusion in the diet of vulnerable groups. Eggs are one of our best tools to ensure food security, human nutrition and overall well-being. While potential malnutrition is increasing in many countries, it may be an “egg-cellent” choice to place more significance on the egg, which has been found to be a rich source of many essential nutrients.

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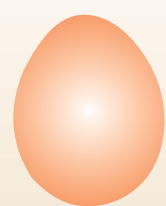


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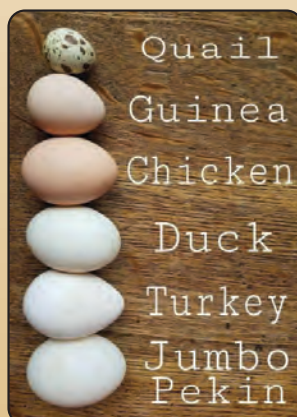




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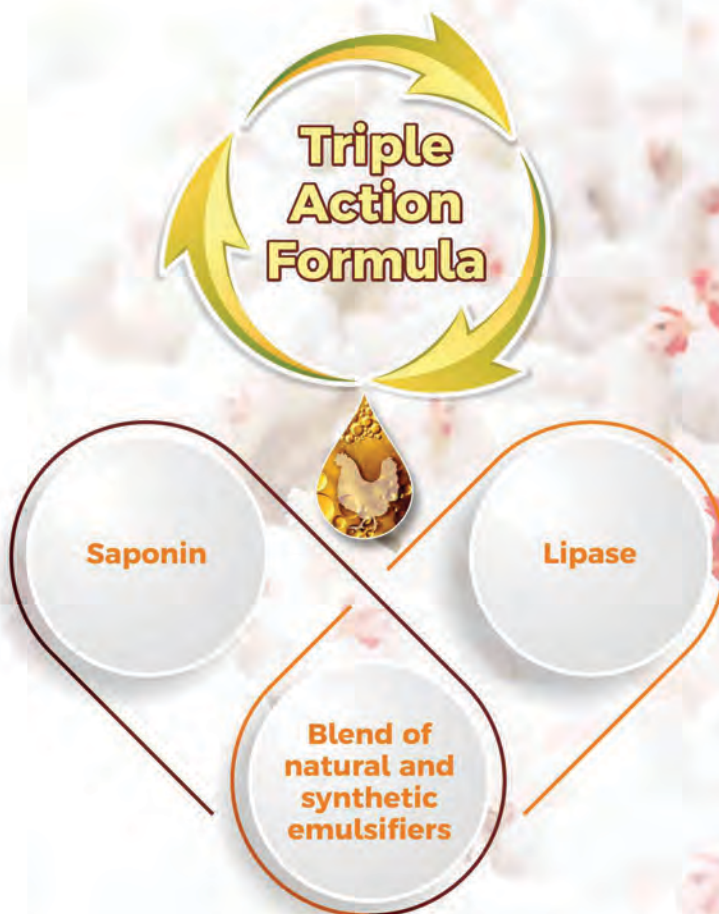
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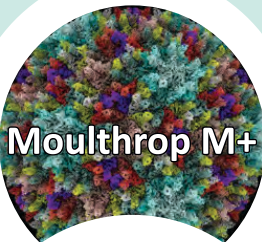
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