



## Avian Influenza Follow Strict Biosecurity Protocols

By Dr. Sushanth Rai, President, KPFBA

There are reports from Europe that it is witnessing one of the most devastating bird flu epidemic in its history with over 50 million poultry slaughtered in 2022. This deadly outbreak has caused the poultry community across the world to take measures to keep at bay avian influenza.

In India, recently about 1,800 chickens died after bird flu broke out in a State-run poultry farm in Kozhikode district of Kerala. The presence of H5N1 variant, which has an additional proliferative capacity was confirmed among poultry in a local farm managed by the district panchayat. As initial tests indicated the outbreak of bird flu, the samples were sent to the high-security lab in Bhopal (Madhya Pradesh) for accurate diagnosis which confirmed avian influenza, a government statement said.

Nevertheless, the Government of India's Department of Animal Husbandry and Dairying (DAHD) has in place measures for control and containment of Avian influenza outbreak as well as to prevent its ingress into the country.

The Surveillance Plan on Avian Influenza in the country has been prepared and is part of the Action Plan.

The extant Action Plan on "Preparedness, Control and Containment of Avian Influenza" has been circulated to the State/UT Governments for implementation and new guidelines were devised for Zoological Parks.

It said that culling of entire poultry population in the affected zone of 0-1 Km is carried out in affected zone and continuous strengthening of preparedness to tackle any future eventuality in terms of up-gradation of laboratories, training of manpower, stockpiling of materials for control and containment, etc. is in order.

To strengthen diagnosis of Avian Influenza, four Bio-Safety Level 3 (BSLIII) Laboratories have been established at Jalandhar, Kolkata, Bangalore & Bareilly. Also, a mobile BSL-III laboratory has been provided to NERDDL, Guwahati. These laboratories are already in operation.

All the State governments are alerted from time to time to be vigilant about the outbreak of the disease and in Karnataka, the KPFBA has been actively interacting with the community on various aspects of disease control.



Imports of poultry and poultry products are banned from HPAI positive countries. Advisories are issued to the states for guidance of poultry farmers from time to time on various aspects of disease control, surveillance and importance of bio security.

It may be mentioned here that HPAI cases have been reported in Chile, Colombia, Ecuador, Mexico, Peru, and Venezuela, by the regional office of the Food and Agriculture Organization of the United Nations Agriculture (FAO). Latin America and the Caribbean produce 20.4% of the world's poultry meat and 10% of the world's eggs.

## Animal Husbandry sector gets

### INCREASED BUDGETARY ALLOCATION

The animal husbandry sector received a boost in the Union Budget 2023-24 announced by Finance Minister Nirmala Sitharaman on February 1, 2023.

Allocations to the sector increased by almost 40 per cent, compared to the revised estimates of the financial year (FY) 2022-23. The Department of Animal Husbandry and Dairying received an allocation of Rs.4,327.85/- crore, an increase from from Rs 3,105.17 crore in 2022-23 revised estimates.

A significant part of the total allocation went to the livestock health and disease control programme — Rs 2,349.71 crore.

The country, for the last three years, has been reeling under the effect of two deadly livestock diseases — Lumpy Skin Disease, African Swine Fever, Avian Influenza etc.

The livestock sector was also reeling under a severe fodder crisis, with farmers facing a shortage of dry fodder. Funds under the programme are kept for supplementing the activities of the state governments for sustainable livestock health by providing central assistance under various immunisation, skill development and the creation of veterinary infrastructure. The provision also included grants to the Veterinary Council of India and state veterinary councils.



The National Livestock Mission, meant for sustainable development of the livestock sector, especially cattle, ruminants and other small livestock, was allocated Rs 410 crore. Substantial allocations are essential to give a boost to the increasing contribution of the livestock sector to economic growth. The sector grew at a compound annual growth rate of 7.9 per cent to 2020- 21 from 2014-15 at constant prices.

## 2023 has more veg days due to various religious practices

In 2023, almost 170 days will be veg days due to various festivals, according to Mr. K.S. Ashok Kumar, Past President, KPFBA and Managing Director of MAA Integrators, who every year comes up with a chart of the broiler market. He says this year due to Adhika Shraavan month, the number of veg days has gone up, affecting the broiler chicken demand and supply estimates.

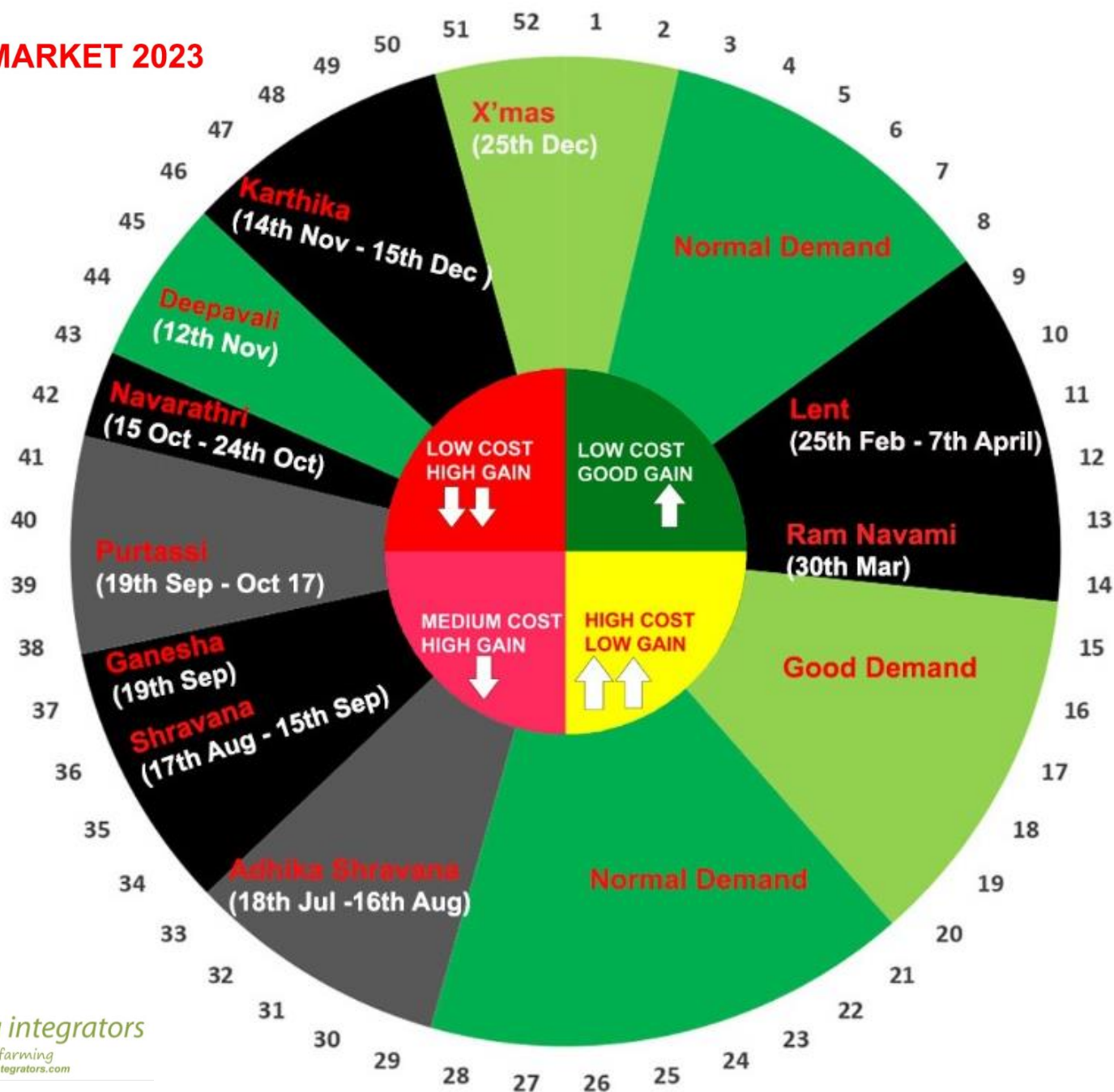
Mr. Ashok Kumar has created a 'wheel' indicating the months for high and low demand of broiler chicken. While the inner wheel indicates the supply/production cycle, the outer wheel enlightens about the demand / consumption pattern throughout the year. Farmers can expect good gain with low cost of production. With raw material input costs going up there is low gain as to keep consumer demand from falling further if retail prices also go up. The longest period of low demand begins from July 18 to October 24, which has Adhika Shraavan period extending from July 18 to August 16; Shravana from August 17 to September 15; from Ganesh Chaturthi on September 19 to Navaratri on October 24; Karthika masa from November 14 to December 15. Beginning February 25 to April 7 during Lent and on March 30 Ram Navami, there will be low demand.



He mentions there is normal to good demand from mid-April till mid-July and again from beginning of Christmas to mid-February. The 'wheel' comes handy for broiler producers to plan their supplies.

He firmly believes in data and uses it to forecast market trends and that not only has helped the company but organisations where he has a say, KPFBA being one of them. He collects valuable data and prepares an annual forecast wheel every year depicting broiler market scenarios and a seasonal impact chart. Many in the sector look out for this data which is popularly named 'Ashoka Chakra'. He is actively involved in the Confederation of Indian Industries (CII), focusing on agriculture and allied activities. KPFBA acknowledges his consistent efforts in forecasting the broiler trends through his

### BROILER MARKET 2023



## Animal Husbandry Minister assures to resolve issues of poultry sector

The Karnataka Minister for Animal Husbandry and Fisheries, Shri.Prabhu Bamala Chauhan has assured the Karnataka Poultry Farmers and Breeders Association (KPFBA) that issues concerning the poultry sector would be resolved at the earliest.



L-R: Mr. Prasanna Kumar – Chairman Hatching Egg Coordination Committee, Mr. Manjesh Kumar Jadhav, Chairman of Broiler Coordination Committee, Dr. Sushanth Rai. B, President and Shri.Prabhu Bamala Chauhan, Minister for Animal Husbandry and Fisheries, GoK

A delegation of KPFBA led by its President, Dr. Sushanth Rai B met the Animal Husbandry Minister to thank him for the efforts the Ministry had made in getting exemption for poultry sector from land conversion in panchayats.

It may be mentioned here that in November last, the Karnataka government issued which exempted the use of agricultural land for poultry farming from land conversion. The decision has come forward as poultry farming is defined as 'agriculture' in Section 2-(a)(1)(d) of the Land Reforms Act, 1961.

Section 95(2) of the Land Revenue Act, 1964 relating to the use of agricultural land for other purposes has allowed the farmer to apply to the District Collector for permission to convert the agricultural land or a part of it for any other purpose.

The delegation comprised Mr. Manjesh Kumar Jadhav, Chairman of Broiler Coordination Committee of KPFBA; Mr. Prasanna Kumar – Chairman Hatching Egg Coordination Committee, Mr. P.S Nanda Kumar, Hon'ble Past President of KPFBA and Mr. Inayathulla Khan, Executive Secretary, KPFBA

## KPFBA interactive meeting with MLC Govindaraju

Mr. Govindaraju, Member of Karnataka Legislative Council visited the offices of the Karnataka Poultry Farmers and Breeders Association (KPFBA) and discussed issues related to the poultry sector. Senior members of KPFBA briefed him about the issues faced by the poultry sector and how government intervention is necessary. Mr. Govindaraju assured the members that he would take up the issues with the government as he himself has been a poultry farmer of long standing.



L-R: Mr. Arun Kumar, Marketing Manger – Suguna Foods, Mr. Inayath Ulla Khan, Executive Secretary, KPFBA, Dr. Anjan Goswami - General Secretary, KPFBA, Mr. Sujit Komarla, Mr. K.S Ashok Kumar – Hon'ble Past President, Mr. Govindaraju – Hon'ble MLC, Mr. Manjesh Kumar Jadhav – Chairman, Broiler Coordination Committee, KPFBA, Mr. Nanda Kumar and Mr. M.C.R. Shetty Hon'ble Past Presidents of KPFBA

## Veterinarians discuss on augmenting rural economy

The Karnataka Veterinarians Association, Bengaluru, organized a two-day state-level technical seminar on 'Role of veterinarians in augmenting rural economy through animal husbandry practices' on January 28 and 29 at Dr. Babu Rajendraprasad International Auditorium G.K.V.K., Bengaluru.

The seminar was inaugurated by the Minister for Animal Husbandry and Fisheries, Mr. Prabhu Bamala Chauhan and Dr. Umesh Sharma President Indian Veterinary Association, New Delhi released the souvenir compendium.

The chief guests included Mrs.Salma K. Fahim, IAS, Principal Secretary, Department of Animal Husbandry and Veterinary Services, Government of Karnataka; Mrs. Ashwathi.S, IAS, Commissioner, Department of Animal Husbandry and Veterinary Services, Government of Karnataka; Dr. Manjunatha S. Palegar, Director, Department of Animal Husbandry and Veterinary Services, Government of Karnataka; Dr. K. C. Veeranna, Vice Chancellor, Karnataka Veterinary Animal Fisheries Sciences University, Bidar and Dr. K. Sathyanarayana, President, Karnataka Veterinary Council, Bengaluru.

The special invitees included Dr. L. Kantaraju Member Indian Veterinary Council; Dr. S. Yathiraj Member, Board of Management Karnataka Veterinary Animal Fisheries Sciences University, Bidar; Dr. Sushanth Rai B, President, K.P.F.B.A; and Mr. Manjesh Jadhav, General Manager Venkateshwara Hatcheries, South Division.

The two-day seminar discussed various issues that would help in developing rural economy through innovative practices and use of modern equipment. As part of the program the KVA honoured veterinarians for their special achievements in veterinary and other services and distributed talent awards to children of veterinarians who have secured more than 90% marks in SSLC and PUC.

The KVA took the opportunity to honour Dr. Sushanth Rai, President of KPFBA, and Mr. Manjesh Kumar Jadav Chairman Broiler Coordination Committee, KPFBA.

Dr. Sushanth Rai congratulated Dr. S. C. Suresh President Karnataka Veterinary Association, Bengaluru for successfully conducting the two-day technical program and appreciated the initiative of KVA for encouraging the meritorious children of veterinarians and recognizing progressive and talented veterinarians.



## PERSON OF THE MONTH: Dr. Arun Kumar Rai

### *Entrepreneur with a vision*

It requires vision, determination and a focussed approach to become a successful entrepreneur. These traits stand out in Dr. Arun Kumar Rai of Bharat Agrovvet Industries, a company that made humble beginnings in 2005, and has gone to make an impact in the poultry sector. In 2019, the Indian Poultry Journalists Association (IPJA) recognised his work and honoured him with the IPJA Appreciation Award.

Dr. Arun Kumar Rai's journey in the poultry sector has had many challenges but he faced them with equanimity and has steered the company to commanding heights. He started his entrepreneurial career in 1996 as a partner in a poultry firm, but he had growing ambitions. Along with three other entrepreneur friends, Bharat Agrovvet was born in 2005 as a small feed plant, but in a matter of decade it now has its own breeding farm, hatchery, feedmill, processing plant and retail outlets with a strong team of nearly 400 dedicated employees.

Bharat Agrovvet under his leadership has expanded organically and it has over 400 loyal farmers under contract with the company selling 30 per cent of the birds produced by contract farms as processed meat. Believing in ethical practices, Bharat Agrovvet does not use antibiotic growth promoters (AGP) feed. Giving importance to quality, Dr. Rai and his colleagues have invested in an analytical lab with wet chemistry and NIRS (Near Infrared Reflectance Spectroscopy).

Dr. Rai and his partners have relentlessly worked in expanding the company and has hatchery units in Mangalore and Kundapura with three lakh setting capacity per week. Laying emphasis on sustainability, Dr. Rai has introduced water harvesting, besides putting in place waste water utilisation as liquid manure through bio gas plant. Bio gas is utilized for electricity generation, hot water generation, cooking and for incinerator. The team also set up breeding farms in two bio secured locations at Hassan district with modern equipment, having introduced battery cages (Hellman Germany) 4 Tier system for layers and growers.

This knowledge has come with his keen interest in veterinary development. Dr Arun Kumar Rai graduated in Veterinary Science from Veterinary College Bangalore in 1989 and got his PDGHRM from the Indira Gandhi National Open University. He worked as research fellow in Rallies toxicology lab for a short period and then joined India poultry farm (presently Godrej) as a disease investigation officer in Regional Diagnostic Laboratory and worked for five years from 1990 to 1995 in Cannanore, Mangalore and Goa branches.

Thus his knowledge and expertise saw him play a key role in establishing a poultry company Viz Kukupoa Ltd in the Republic of Tanzania.



## Poultry Innovations

### Spoutnik NAV, stimulates movement of birds

French poultry robotics specialist Tibot Technologies has launched new device designed specifically for broiler producers. The Spoutnik NAV is designed to both aerate litter as it trundles around a poultry shed and stimulate the movement of birds.

It can either find its own way around farms or be programmed to take a set route, and as it goes can turn bedding, helping to prevent litter capping. The company says this helps reduce foot pad dermatitis, hock burns and breast blisters.

The machine also breaks up bird dominance, and encourages movement, which in turn can improve performance. The company say trials with the robot suggest having it in place will improve performance so much that the device will pay for itself within six flocks, if used in a 1,200 sq m house.



### Collinson FeedAlert

Feed specialists Collinson FeedAlert has launched a digital solution for weighing feed. Its FeedAlert load cells can be fitted to Collinson silo (those produced from 2003 onwards) legs without cutting or drilling, meaning no damage to structural integrity.

A single cell is rated from 96% accuracy, a percentage that can be increased to up to 99% by adding more cells to the remaining three legs. The device offers real-time data showing how much feed is left in silos, meaning re-orders can be made before they empty.

“By using FeedAlerts’ live data the farmer will know exactly how much feed is left in the silo to allow timely reordering,” the company said.



## ನಿಮಗಿದು ಗೊತ್ತೇ?

ಅರೋಗ್ಯ ವರ್ಧನೆಗೆ ಚಳಿಗಾಲದಲ್ಲ ಚಿಕನ್ ಜಾಸ್ತಿ ತಿನ್ನಿ!  
ಬ್ರಾಡ್ವರ್ ಕೋಳಿ ಮಾಂಸವು ವಿಟಮಿನ್ ಬಿ6 ನಲ್ಲ ಸಮೃದ್ಧವಾಗಿದೆ,  
ಇದು ಹಿಮೋಗ್ಲೋಬಿನ್ ಉತ್ಪಾದನೆಗೆ ಅತ್ಯಗತ್ಯ.

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## SUN-Vit D<sub>3</sub>



### BENEFITS

#### LAYERS & BREEDERS

- Improved bone mineralization in young birds
- Optimizes Calcium & Phosphorus utilization
- Increases bone strength
- Improved egg shell quality
- Improved hatching egg selection
- Improved hatchability in breeders
- Effectively prevents & controls leg weakness
- Improved egg production
- Aids in preventing 'cage layer fatigue'

#### BROILERS

- Effectively prevents & controls leg weakness
- Well developed frame improves FCR
- Improved weight gain
- Better Calcium & Phosphorus metabolism



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## List of tests done at KVFSU- KPFBA Laboratory

The list of tests currently done at the Laboratory are. we may expand the array of tests in future.

1. **Nutritional profiling of poultry feed and Raw materials by NIRS**
  - a. Proximate analysis(Moisture, Dry matter, Crude fibre, crude fat, crude protein)
  - b. Amino Acid profile in raw materials
  - c. Fatty acid profile in Raw materials
  - d. Data on energy value
  - e. Data on Standardised ileocecal digestibility of amino acids
  - f. Urease activity in soysbean meal
2. **Pathology**
  - a. Post mortem examination of dead birds
3. **Microbiology**
  - a. Microbial identification
  - b. Total coliform in water and feed
  - c. Total bacterial count in feed and water
  - d. Total mold count in feed
  - e. Antibiotic sensitivity test\*-to be introduced
  - f. Rapid plate test for salmonella
4. **Parasitology**
  - a. Macroscopic examination of faces for parasite identification
  - b. Egg count in feces
5. **Mycotoxin ; Quantitative detection in feed and raw materials by lateral flow method**
  - a. Aflatoxin
  - b. Ochratoxin
  - c. T2 Toxin
  - d. Zearlononne
  - e. Fuminosin
6. **Water quality indicator test**
  - a. PH
  - b. Total Dissolved solids(TDS)
  - c. Total viable bacterial count
  - d. E.coli count in water

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**Mobile:** 9886894520

Numbers of samples processed for the month of Dec 2022			
Sl No	Test	Details	Nos
1	NIR SCANNING	BROILER FEED	19
		DDGS	4
		DORB	3
		FULL SOYA FAT	1
		GROUNDNUT CAKE	4
		LAYER FEED	9
		MAIZE	4
		MAIZE GLUTEN	0
		MEAT AND BONE MEAL	2
		POULTRY MEAL	0
		RAGI	0
		RAPE SEED MEAL	4
		RICE	0
		RICE POLISH	1
		SCANNED EROR	
		SOYABEAN MEAL	27
		SUNFLOWER	1
WHEAT BRAN	0		
2	POST MORTEM Examination(Birds)		58
3	MYCOTOXIN		1
4	MICRO BIOLOGY		
5	WATER ANALYSIS		4
6	PARASITOLOGICAL		5
	TOTAL		147



# 7 Impressive Health Benefits of Chicken



- ✓ High Protein Content
- ✓ Rich in Vitamins & Minerals
- ✓ Control of Blood Pressure
- ✓ Treatment of Common Cold
- ✓ Reduced Cancer Risk
- ✓ Reduced Cholesterol
- ✓ Weight Loss

## RECIPE: CHICKEN SHAWARMA

### Ingredients

Boneless, skinless thighs.  
Lemon juice  
Olive oil  
Spices – cardamom, cayenne pepper,  
Tahini sauce  
Yogurt sauce

### Preparation

Marinate overnight chicken  
(even three hours also will do)  
Cook chicken on BBQ

Chicken Shawarma wraps can be made with tomato, lettuce, and a simple yoghurt sauce on the side. Other optional extras include: red onion, hummus, hot sauce / chilli sauce.



## CHICKEN TRIVIA



In July of 1971, Diane Hainsworth of Hainsworth Poultry Farms, New York, found an egg that contained a record-setting nine yolks, as per Guinness Book of World Records.



Chicks hatch by pecking a hole in their shell with a bump using its beak, which is called an egg tooth



Chickens live together as a flock and have a communal approach to the incubation of eggs and raising of their young.

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