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National Livestock Mission focus on increasing per animal productivity

The Union Ministry of Animal Husbandry and Dairying in its annual report has said the focus of the National Livestock Mission is towards employment generation, entrepreneurship development; and increase in per animal productivity and thus targeting increased production of meat, goat milk, egg and wool.



It said that under the Mission, for the first time, the Central Government is providing direct 50% subsidies to the Individuals, self-help groups (SHGs), joint liability groups (JLGs), Farmer Producer Organisation (FPOs), Section 8 Companies, and Farmer Collective Organisations (FCOs) to establish poultry farms with hatcheries and brooder mother units, sheep and goat breed multiplication farm, piggery farm and feed and fodder units. Till date, 1160 applications have been approved by DAHD and Rs 105.99 Crore has been released as subsidy to 498 beneficiaries.

Animal Husbandry Infrastructure Development Fund

For incentivizing investments by individual entrepreneurs, private companies, MSMEs, FPOs and Section 8 companies to establish (i) the dairy processing and value addition infrastructure, (ii) meat processing and value addition infrastructure and (iii) Animal Feed Plant.(iv) Breed improvement Technology and Breed Multiplications farms for Cattle/ Buffalo/Sheep/Goat/ Pig and technologically assisted Poultry farms, the government has sanctioned 343 Projects with banks providing funding to the tune of Rs. 8666.72 crore and out of the total project cost Rs. 5713.64 crore is term loan. Funds of Rs. 50.11 crore have been released during 2023-24.

KPFBA hosts meeting in Hubballi

The Karnataka Poultry Farmers and Breeders Association (KPFBA) organised a meeting of members in Hubballi to take stock of the growth in that region. Over 55 members participated in the meeting and discussed various issues to promote poultry. The group also formed a new WhatsApp group – KPFBA North for better coordination. KPFBA North will be in constant touch with KPFBA on various aspects including Broiler Rate discovery.



KPFBA Nutrition Partner for KVAFSU Cricket & Football Tournaments

The Karnataka Poultry Farmers and Breeders Association (KPFBA) has started a campaign to promote chicken consumption in the sports fraternity. Recently, the KPFBA joined hands with the Karnataka Veterinary Animal Husbandry and Fisheries Sciences University (KVAFSU) to be the ‘Nutrition Partner’ for the “17th KVAFSU Intercollegiate Cricket and Football Tournaments”.

KPFBA ensured supply of chicken to all participants during lunch and dinner at the tournament venues, promoting the concept of healthy nutrition. There were participants from several districts of Karnataka. At the event, KPFBA also collected data from students on career choices with specific reference to a career in poultry sector.

It may be mentioned here that recently, the KPFBA had also joined hands with the Karnataka Weightlifting Federation during the championships it held in Bengaluru.



KPFBA Gives Weekly Market Trends for Poultry Raw Materials

The Karnataka Poultry Farmers and Breeders Association (KPFBA) has started new information service to benefit the poultry sector by providing indicative market price; demand supply trends of raw materials such as Maize; Soya Doc and RB Crude Oil.

The weekly bulletin will give the current trading range for Soya Doc (ex-Latur plants) and the forecast. Similarly, it will give the current trading range for Maize (Bangalore and Kolar region) and the forecast. Similarly for De-oiled rice Bran(DORB) an important ingredient for poultry.

The market trends provide general information for the consideration of the members to help them make their own independent decisions. The KPFBA disclaimer is that this is open-source information and that members should do their own due diligence before making any purchases.

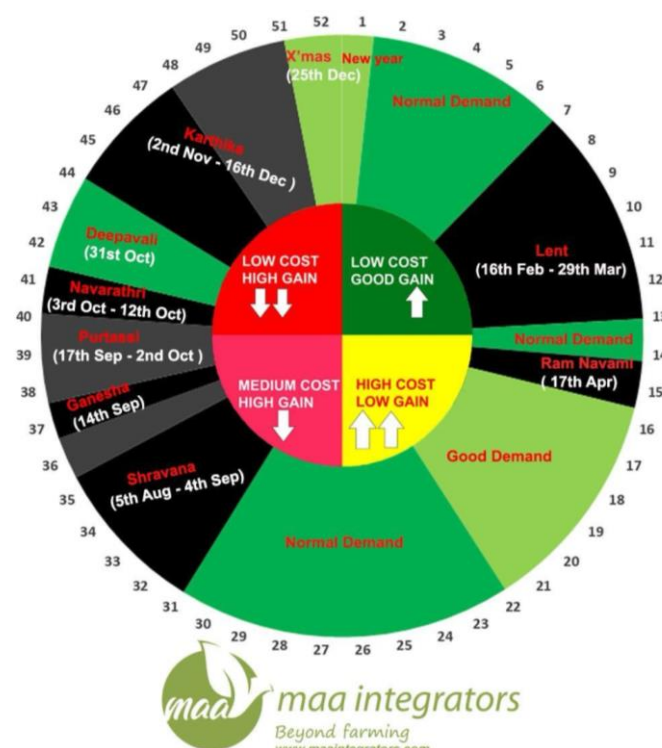
2024 equally split between good/normal demand and low demand for broiler market

Mr. K.S.Ashok Kumar, Head of MAA Integrators, has come up with his annual calendar indicating demand for the broiler market. In 2024, the 52 weeks are almost equally split between good/normal demand and low demand, due to various festivities. The festivities/period that will impact demand include Lent; Ram Navami; Shravana; Ganesh Chaturthi; Purtassi; Navaratri; and Karthika.

Mr. Ashok Kumar has created a ‘wheel’ indicating the weeks for high and low demand of broiler chicken. The first period of low demand begins during Lent from February 16 to March 29; followed by Rama Navami (April 17 – two-week window); Shravana (August 5 to September 4); Ganesh Chaturthi (September 14 – two-week window); Purtassi (September 17 to October 2); Navaratri (October 3 to October 12) and Karthika from (November 2 to December 16).

He mentions there is normal to good demand from January 1 to February 15; April 18 to September 3; October 31 (two-week window during Deepavali); and December 25 to 31 (Christmas season). The ‘wheel’ comes handy for broiler producers to plan their supplies.

Mr. Ashok Kumar has also indicated in the ‘Inner circle’ which has four quarters in the calendar - there is low cost, resulting in good gain; high cost, resulting in low gain; medium cost, resulting in high gain; and the last quarter of low cost, resulting in high gain. Mr. Ashok Kumar has been creating this annual chart since 2011 which comes handy to broiler producers.



NECC Hospet Zonal Committee Office-bearers

Mr. M.S.R.Prasad has been elected Chairman of the National Egg Co-ordination Committee (NECC) of the Zonal Committee of Hospet. Mr. P.N.Pawar is the Vice-Chairman and Kakoni Rammohan Rao the Treasurer. The two committee members are L.K.Vishwanath and V.Sivaramprasad.



Nandus launches 'Steak Shack' and 'Shawarma Magic'

Nandus Foods Pvt Ltd has launched two Nandus cloud kitchen delicious brands, "Steak Shack" and "Shawarma Magic." The two launches offer the goodness of wholesome, chemical-free, and antibiotic-free food.

Nandus said "We're committed to a "clean label" promise because we believe in serving what we love to eat ourselves." These offerings are available on Swiggy and Zomato, exclusively in Whitefield, Bangalore.



Nanda Group wins Amazon AI Conclave Award

On December 14, the Nanda Group added another feather to its cap, winning the AI Conclave Award for 'Best Innovation Leveraging Artificial Intelligence/Machine Learning Service'.

The Group attributed the award to the team members who number over 800, saying that it is driven by the need to innovate and offer consumers the best.

Nanda Group which started out with a small hand mixing animal feed manufacturing unit, six decades ago, is a major player in the poultry sector. It continues to grow at an amazing pace, thanks to the adoption of technologies; innovative value-added products and more. The group is over 800 people strong with entomologists, MBAs, Automation Engineers, Managers and other qualified personnel running the enterprise.



KPFBA Honours Prof. G.Devegowda, guiding light of poultry sector

The Karnataka Poultry Farmers and Breeders Association (KPFBA) felicitated Prof. G.Devegowda, the guiding light of the poultry sector, as part of KPFBA's Legacy of Excellence Programme. Prof. Devegowda was felicitated by the KPFBA President, Naveen Pasupathy and his team members on December 9 at the KPFBA headquarters.

Prof. Devegowda is the President of the Institution of Veterinarians of the Poultry Industry (IVPI) and has been in the forefront of poultry research, poultry promotion and everything to do with poultry.

Prof. Devegowda is a Veterinary Graduate with a Doctorate in Animal Sciences from the University of Minnesota, USA. From the prestigious Biotechnology Medal of Excellence to the Compound Livestock Feed Manufacturers Association Award, his impact on Biotechnology, Nutrition, and Animal Feed Technology is recognized globally. The Indian Poultry Science Association has bestowed the 'Life Time Achievement Award'.

He is a Fellow of the National Academy of Veterinary Sciences and he is a visiting Scientist/Professor at the North American Biosciences Center, USA. His role as an Expert Member of the National Advisory Committee of the Government of India, working under the guidance of the Union Minister of Animal Husbandry and Dairying, speaks of his influence on policy-making.

Formerly the Emeritus Professor and Head of the Division of Animal Sciences at the University of Agricultural Sciences, Bangalore, he now holds the esteemed position of President of the Institution of Veterinarians of the Poultry Industry. Prof. Devegowda's journey is one of profound impact and ceaseless dedication. His legacy as a poultry pioneer is a beacon of inspiration, guiding both the present and future of the industry towards new horizons.

KPFBA took to the opportunity to release a short documentary on the life and achievements of Dr. G.Devegowda.



PERSON OF THE MONTH

Glorious Period Of KPFBA Under
Dr. Sushanth Rai, B

The Karnataka Poultry Farmers and Breeders Association (KPFBA) has had many stalwarts leading it, from its humble beginnings, each contributing to its growth in their own ways. One such name that will be etched in the annals of KPFBA history is that of Dr. Sushanth Rai, Bellipady. The KPFBA Headquarters which has an excellent Diagnostic Laboratory and Excellence Centre owes it to Dr. Sushanth Rai, under whose four-year tenure as KPFBA President, the milestone was achieved.

From 2019 to 2023, particularly going through a difficult period of Covid days, the KPFBA, under his leadership, has navigated to commanding heights. Engaging with the government, with different stakeholders through meetings, networking events, seminars and conferences, Dr. Sushanth Rai ensured that the morale of the poultry sector remained high, despite the many vicissitudes.

The list of events conducted during his tenure are many, benefiting the sector largely. Though he resides in Mangalore, he was present here most of the time, overseeing the growth of the association.

Some of the highpoints of his tenure include the signing of a memorandum of understanding with KVAFSU to establish the Diagnostic Laboratory and Training Center and three institutes of the Indian Council of Agricultural Research (ICAR), viz; The National Institute of Animal Nutrition and Physiology (NIANP), Central Avian Research Institute (CARI) and Directorate of Poultry Research (DPR) to further collaborative research. The KPFBA Diagnostic Laboratory and Excellence Centre has been a boon to many poultry farmers in the region who now have started sending samples for diagnosis here.

Dr. Sushanth Rai is known for taking everyone along, all to the benefit of the poultry sector.

Dr. Sushanth Rai is the Managing Partner of Raison Nutrition, a broiler parent-breeding farm. He is a veterinary graduate from the Veterinary College-Hebbal, University of Agricultural Sciences, Bangalore. He has also had hands-on training in poultry breeding, hatching and feed-milling technology at North Carolina University, USA.

Dr. Rai has nearly three decades of experience in poultry, breeding and running commercial broiler farms. Raisons Nutritions was started in 1996 in Mangalore having their parent breeding farm at Benegal village in Periyapatna Taluk, Karnataka. At this broiler parent-breeding farm, they produce Vencobb day-old broiler chicks and hatching eggs. Raisons Nutritions also provide technical services to commercial poultry farms. Mrs. Preetham Rai is the financial and legal advisor of the firm.



INNOVATIONS IN POULTRY

Novus experts share research in trace minerals

Novus poultry experts are sharing the latest research in trace minerals, footpad health, and carcass quality at the International Production and Processing Expo (IPPE), January 30-February 1, 2024, in Atlanta, Georgia. The experts will present four abstracts as part of the International Poultry Scientific Forum (IPSF), which is held in conjunction with IPPE.

The Novus abstracts are:

- ***Effect of Chelated Trace Minerals in Laying Hens during a Second Production Period after Molting*** – presentation by Hugo Romero, Ph.D., global poultry technology executive manager
- ***Feeding Methionine Hydroxy Analogue Chelated Trace Minerals Reduces Mineral Excretion to the Environment in Broiler Chickens*** – by Frances Yan, Ph.D., global poultry research senior manager
- ***Supplementation of Cu Methionine Hydroxy Analogue Chelate Maintains Chickens' Performance and Reduces Mineral Excretion and Footpad Dermatitis*** – by Kelen Zavarize, Ph.D., technical services manager for Latin America North
- ***Evaluation of Zn, Cu and Mn Methionine Hydroxy Analogue Chelate associated with Benzoic Acid and Essential Oils on Performance, Incidence of Footpad Lesions and Carcass Quality in Broilers***– by Kelen Zavarize

Dr. Zavarize said the abstracts from NOVUS showcase the importance of highly bioavailable trace minerals in poultry production. “The poultry industry recognizes that trace minerals support health and performance but not all minerals are the same,” she says. “Research like this showcases the difference mineral source can make, both on its own and in combination with other products.”

One of Dr. Zavarize’s abstracts looks at the results of feeding broilers zinc, copper and manganese as MINTREX Bis-Chelated Trace Minerals in combination with benzoic acid source AVIMATRIX Feed Solution and NEXT ENHANCE 150 Feed Solution, a microencapsulated source of thymol and carvacrol. “The results showed this combination improved overall performance, and footpad and tissue health in field conditions, thereby producing more high-quality broilers for our customers,” she says.

Omega Weldmesh ensures birds receive consistent feed

Omega Weldmesh ensures that birds receive their daily feed ration, consistently and equally, by self-propelled hoppers or by chain feeding. It is an exclusive design which ensures equitable, uniform and long range distribution. The feed trough features feed shield and lip to prevent waste.

The feed trolley includes two centrifugal fans that project an air jet to the egg gather belts eliminating dirty particulars and improving clean eggs rate.



Feed distribution can be done also by feed chain. The features include Powder coated routers used for hopper feeding process; Equitable feed distribution across tiers and lines simultaneously; Provision of both manual and motorised trolley movement; One man operation for full poultry house feed distribution; Sensor -operated automatic stoppage; Feeding adjustment at 30g, 40g, 50g, 60g levels; Complete sychronization with automatic feed filling system; Imported Augers, PVC Auger Pipe, PVC coupling and PVC Bends of 10mm and Feed transfer rate of 1Tone/10 minutes.



List of tests done at KVFSU-KPFBA Laboratory

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 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
- f. Rapid plate test for salmonella

3 Parasitology

- a. Macroscopic examination of faces for parasite identification
- b. Egg count in feces

4 Pathology

Post mortem examination of dead birds

5 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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RECIPE: MASALEDAR CHICKEN LOLLIPOP

For the masala: 8 Guntur chillies; 6-7 Boriya mirch; 1 inch ginger knob, finely chopped; 5-6 Garlic cloves; 2 Green chillies; 2 tsp cumin; 1 tsp fennel; 5-6 peppercorns; 1 Cinnamon stick; A pinch of white pepper; 4 Cloves; 15 Curry leaves; 1 tsp coriander seeds; Handful of coriander leaves; 1 tsp turmeric; A pinch of sea salt; and 1-2 tsp oil

For the chicken: 8-10 Chicken lollipops (with the skin); 1 tsp turmeric; salt to taste; 1-2 tsp red chilli powder; 2 tsp oil + oil to sear the lollipops; and a pinch of sugar

For the base: 2-3 tsp oil; 2 tsp mustard seeds; 7-8 Curry leaves; 1/2 onion, julienne; 1 1/2 tbsp masala; 3 tsp tamarind paste; 1 tsp jaggery powder; 1/2 Lemon (juiced); for garnishing coriander leaves

Prepare masala: Dry roast all the ingredients in a pan for a minute; In a mortar and pestle pound together the ingredients; Transfer this in the blender and make a fine paste.

Prepare chicken: Marinate the chicken lollipops with turmeric, salt, red chilli powder and 2 tsp oil; In a saucepan add a little oil and sear the lollipops till they are half cooked Add sugar and cook some more.

Prepare the base: Add refined oil in the pan followed with mustard seeds, few curry leaves and onion.; Add the masala and chicken lollipop into the base and saute; Add tamarind extract, jaggery and water; Add little lemon. Toss well and cook till chicken is well done; and Garnish with coriander leaves.



CHICKEN TRIVIA



Chicken's body contains 15% more water than humans.



Chickens have three eyelids.



The longest recorded chicken to live was named Matilda, which lived to be 16 years old, twice the average chicken lifespan. The record is in the Guinness Book of World Records.

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