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PROTEINS+**  
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## Goodbye 2021, Welcome 2022

By Dr. Sushanth Rai, President, KPFBA

The past two years have been bad for almost everyone. Life has not been the same. Economies have taken a severe beating. The poultry sector is no exception. The pandemic is still around. But we have hope 2021 is history. Let us all look at the year (s) ahead, having learnt our lessons during the most trying times.

What opportunities are going to be there in 2022 and beyond for our sector? I would say plenty. It is for us to grab these opportunities. First things first, KPFBA is moving into a huge new building in the Veterinary College campus and we are all geared up to accelerate the plans, the programs, the vision we have for the poultry sector. One of the highpoints of our new premises will be the poultry diagnostic laboratory, a state-of-the-art facility wherein the lab can conduct tests for different strains of poultry diseases and come up with remedial measures. It will benefit poultry farmers in the region as they can send serum and swab samples for avian influenza and other tests. The lab will be Bio Safety Level 3 standard.

While the lab takes shape, we professionals in the industry have to give shape to the poultry sector if we need to see egg and poultry meat consumption go up in India. The Indian poultry market, consisting of broilers and eggs was valued at nearly Rs. 2,000 billion in 2020. As per IMARC Group, the Indian poultry market is expected to grow at a CAGR (compounded annual growth rate) of 15.2% during 2021-2026, having taken into the factor the effect of the pandemic. Poultry sector in India is broadly divided into two sub-sectors – one with a highly organized commercial sector with about 80% of the total market share and the other being unorganized (backyard poultry). Both play an important role in the growth of the sector.

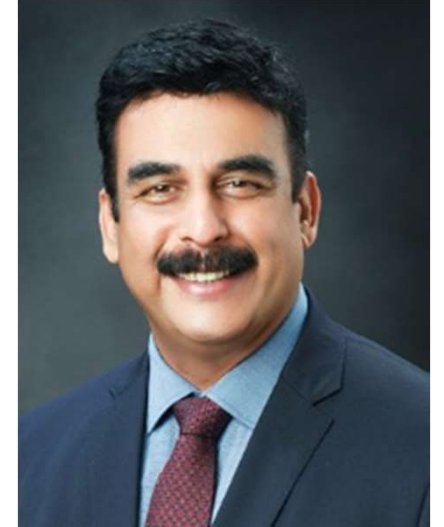
We have to make concerted efforts to increase poultry consumption and it is not an easy job as there are several vested interests trying to check our growth. We, as in India, is low in the per capita consumption of poultry, unless all of us put in efforts to grow this sector, consumption is not likely to go up drastically. Presently, India's per capita consumption of broiler meat is just 3.35 kg per year as compared to 45 kg in Brazil; 43 kg in the United States of America; 34 kg in South Africa; 31 kg in Canada; 10.5 kg in China and 6.5 kg in Indonesia and the world average is 17 kg.

It is estimated that with a poultry population of 729 million [30% layers at around 215 million and 40% broilers at around 480 million] small and medium farmers are mostly engaged in contract farming system under larger integrators and there are around 30 million farmers engaged in backyard poultry as per 19th Livestock Census.

### What we need to do to increase poultry consumption

1. Work on hygiene at all levels – production, logistics and retail
2. Invest in technologies (such as chain-feeder technology which promotes efficient feed distribution; pelletization of dried manure which stabilizes the material, reducing dust)
3. Innovate with poultry products as consumer behavior is changing fast; improving nutritional quality of meat
4. Upskilling the workforce
5. Economies of scale
6. Build consumer trust
7. Create awareness among consumers on nutritional value
8. Engage with regulatory authorities to improve the sector

I have just listed a few to begin with. The Poultry Proteins + newsletter is a platform for ideas and we at KPFBA look forward to your continued support. We can be a stronger sector with close coordination. Wishing you all a Prosperous New Year !!!





## Person of the Month : Mr. P.S.Nanda Kumar

### Trail blazer of sorts, P.S.Nanda Kumar

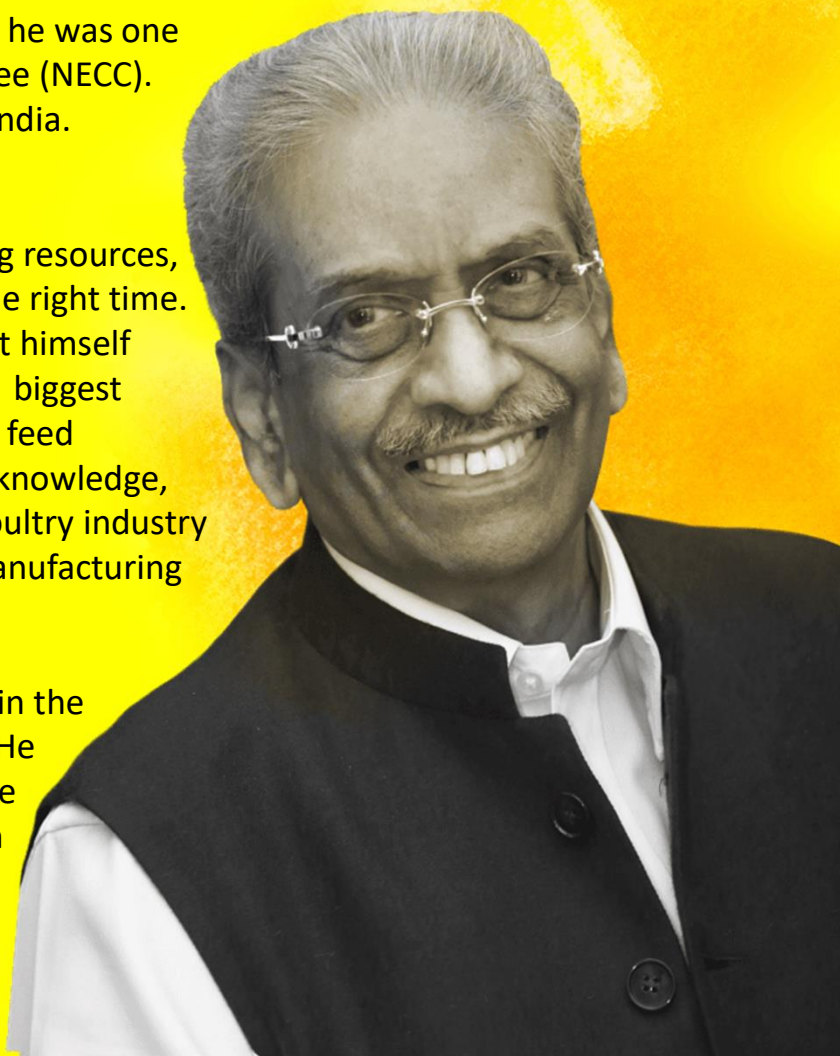
P.S.Nanda Kumar is a trail blazer of sorts, having launched and sustained successful ventures in the poultry sector and also real estate. Having started Komarla Group's Poultry & Animal Feed operations in 1966, he has built the company from the scratch. Komarla Hatcheries (Nanda Group) is 56 years young and is growing from strength to strength, thanks to the leadership provided by the Chairman and Managing Director, Nanda Kumar. The Group has turnover of Rs. 200 crore and has a huge team of 900 professionals who have been focused on the vision of Nanda Kumar to take the Group to greater heights.

Nanda Kumar's knowledge about the poultry sector is immense and he holds the record of being the longest serving Chairman of the Karnataka Hatcheries Association (renamed as Karnataka Poultry Farmer's & Breeders Association) for 17 years. Rightly, he held the post of Chairman of Compound Live Stock Feed Manufacturers Association of India (CLFMA) from 1994 to 1996 and he was one of the founder members of the National Egg Coordination Committee (NECC). He was also on the Poultry Advisory Council of the Government of India. He was instrumental in getting maize at subsidized rates.

Having excellent skills in generating finance and efficiently managing resources, he has been to foresee trends in the poultry sector to diversify at the right time. A keen follower of the new economy, Nanda Kumar is quick to adapt himself and his company to the ways of modern developing economies. His biggest strength is financial discipline. He has a strong foundation in animal feed technology and flour milling technology. Equipped with enormous knowledge, he was invited by the US Feed Grains Council to the study the US poultry industry in 1995. He has also presented a paper on 'Feed trends and feed manufacturing technology' in Dubai in 1996.

Coming to the real estate sector, he has joined hands with the best in the business to come up with residential properties around Bangalore. He was instrumental in building 280 apartments on 5 acres in Bangalore South along with Brigade Enterprises and about 160 row houses on 14.5 acres along with Renaissance Holdings .

Nanda Kumar believes in offering quality products and is driving the group in that direction.



## UAE lifts ban on import of eggs and other poultry products from India

The United Arab Emirates (UAE) has lifted a ban on import of eggs and other poultry products from India, ahead of Prime Minister Narendra Modi's visit to the country. The latest news is that the Prime Minister's visit has been postponed from January amid fears of spread of Omicron variant of Covid-19.

The move by UAE follows an assurance given by India that it would follow biosafety norms set by the World Organization for Animal Health to prevent infection from bird flu.

India will be able to export table eggs, hatching eggs and day-old chicks to the UAE "from two establishments in Tamil Nadu," officials said. Poultry imports from India were banned since at least five years due to concerns over bird flu. India had sought market access for eggs under the trade pact it is negotiating with the UAE.

The UAE is India's third-largest trading partner and bilateral trade was almost \$60 billion in FY20. It was India's second-largest export destination after the US, with an export value of around \$29 billion.





## National Green Tribunal guidelines for poultry farms having over 5,000 birds

The National Green Tribunal (NGT) has said that those running poultry farms with fewer than 25,000 birds as small farmers in the unorganised sector is untenable. Insisting that those running poultry farms with more than 5,000 birds cannot be considered small farmers, the tribunal asked the Central Pollution Control Board to issue guidelines for them on following environmental norms.

The Principal Bench of the NGT, headed by Justice Adarsh Kumar Goel, observed that a person running a poultry farm of more than 5,000 birds cannot be called a small farmer nor their pollution potential left unregulated. The tribunal was hearing a plea against the alleged inadequacy of the regulatory regime by way of the consent mechanism under the Water and Air Acts to prevent the degradation of the environment, on account of unregulated operations of poultry farms.

The bench asked the CPCB to issue revised guidelines to all state pollution control boards in terms of the above order within a month, directing states to implement the same. NGT also said the argument that considering those running poultry farms with fewer than 25,000 birds as small farmers in the unorganised sector is untenable and against the precautionary principle of environmental law. Insisting that regulation of all poultry farms having more than 5,000 birds is necessary the bench said that guidelines should apply to all consents or renewals hereafter for the poultry farms.

Based on the number of handling of birds, poultry farms have been classified into three categories - Small 5,000 to 25,000 birds; Medium 25,000 to 1,00,000; and Large above 1,00,000. The poultry farms under small category are in unorganized sector run by economically weaker farmers and are of rural background.

Earlier, the NGT had directed the CPCB to revisit the guidelines for classifying poultry farms as a 'green' category industry, exempting their regulation under various laws

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ew-nutrition.com

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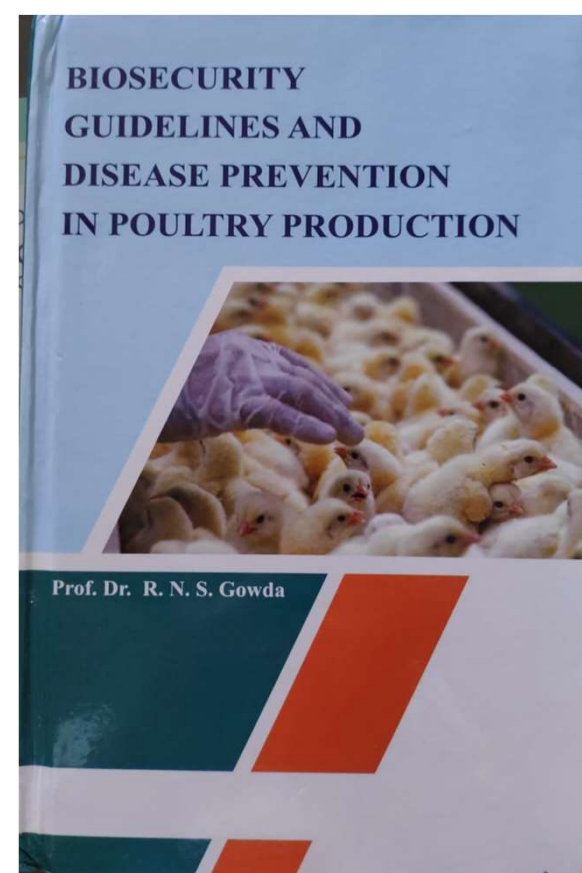
## Book Review: Prof. R.N.S.Gowda's book on 'Biosecurity Guidelines and Disease Prevention in Poultry Production'

– Review by Dr. (Prof) G.B.Puttanaiah

I had the opportunity of going through the book titled 'Biosecurity Guidelines and Disease Prevention in Poultry Production' written by Prof. Dr. R.N.S.Gowda. It captures all the aspects of Bio-security from hatchery to the farm, including the feed mills.

A comprehensive book related to Biosecurity was indeed the need of the hour. Dr. Srinivasa Gowda, a well known pathologist, who has contributed a lot on disease diagnosis in poultry is the right person to write a book on biosecurity on poultry having had all the practical experience in the field. He knows in depth the good and the bad of the management practices. He has covered all aspects of biosecurity in all activities of poultry farming. The illustrations are apt and good.

I wish all the veterinarians, breeders and poultry farmers will benefit from this book. I also wish the person who reads the book implements guidelines in their hatcheries, farms and feed mills for the greater success of poultry farming since biosecurity is everyone's responsibility.





## RECIPE CLASSIC CHICKEN SALAD

This family favorite chicken salad is made with celery, bell pepper, green olives, apple, lettuce, and mayo—plus a secret ingredient that makes all the difference!

The "secret sauce," so to speak, of this chicken salad, is the **tablespoon of plum preserves** added to the mayo-based dressing. You could use any berry jelly or jam. Balance out the sweetness from the dab of jam with a bit of lemon juice.



## CHICKEN TRIVIA



Hens have their own version of the morning after pill. If she decides after mating that she doesn't want a particular rooster's offspring (usually when he's lower in the pecking order) she can eject his sperm.



The chicken genome was sequenced in the year 2005 – making it the first bird to be sequenced.



The chicken is actually a member of the pheasant family. *Gallus domesticus*, as chickens are more scientifically known, is a domesticated subspecies of the red junglefowl. The red junglefowl is a member of the pheasant family that is native to Asia. Further genetic studies have found that the grey junglefowl also played a part in the evolution of chickens as we know them.