



# POULTRY PROTEINS+

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## World Veterinary Poultry Association (India) Conference focus on Avian Health



The two-day international conference of the World Veterinary Poultry Association (India) on **“Avian Health: Challenges and Opportunities”** held at ICAR-NIANP Bengaluru in February, has underlined the importance of poultry health for the sector to grow exponentially.

Inaugurating the conference, the former Vice President of India, M Venkaiah Naidu emphasized on the need to go for shared commitments to excellence and collaboration towards the betterment of global poultry health. He said “by working together, we can build a resilient and sustainable future for the poultry birds, poultry farmers, poultry industry and also ensuring a safe and abundant food supply for generations to come.”

The Joint Secretary, Department of Animal Husbandry and Dairying, O.P.Chaudhary, outlined the initiatives undertaken by the Department to propel the poultry sector. He stressed on the power of innovation, collaboration, and sustainability to build a more resilient, equitable, and prosperous poultry sector that will nourish people, support livelihoods, and protect the planet.

The conference dwelled upon topics like Poultry Disease and Management, Poultry Genetics and Breeding, Poultry Products technology and Marketing. About 18 speakers from India and The Netherlands, Germany, Czech Republic, Spain, Bangladesh, and Pakistan presented their research papers in the conference. Prof Sjaak de Wit & Dr Guanlin Wang from the Netherlands, Prof Pavel Horky from the Czech Republic, Dr. Myeong Seob Kim from Spain; Dr Marisabel Caballero from Germany, Dr Md. Rafiqul Islam from Bangladesh and Dr Muhammad Kashif Saleemi from Pakistan (online mode) participated.

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**M Venkaiah Naidu** @MVenkaiahNaidu

Pleased to inaugurate this important conference on ‘Avian Health: Challenges and Opportunities’ being held at National Institute of Animal Nutrition and Physiology (ICAR-NIANP), Bengaluru today.

It is heartening to see the global community of veterinary experts, researchers & practitioners here to exchange knowledge & explore solutions to shape the future of poultry health.

The poultry industry is the cornerstone of agriculture, providing a significant source of protein for billions of people worldwide. In pursuit of sustainable development the veterinary community plays a pivotal role in safeguarding animal health, ensuring food safety.

With India’s population expected to reach 1.65 billion by 2050, the geographical spread of poultry farming becomes all the more crucial to meet the recommended dietary levels of the livestock products by Indian Council for Medical Research (ICMR).

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A new programme “student elocution” on recent advances in the field of poultry science was also initiated during the conference. Over 25 students shared their views on different assigned topics. In the Technical poster presentation sessions, over 100 research abstracts were presented by researchers and post graduate students from across the India.

The dignitaries included Dr J. Radhakrishnan, Additional Chief Secretary & Commissioner, Greater Chennai; Dr Raghavendra Bhatta, DDG (AS), ICAR, New Delhi; Prof. Sjaak De Wit, President, WVPA (Global) and Dr Jeetendra Verma, President, WVPA (India). The conference was attended by over 250 national and international delegates from among the academia, research institutions, industry personnel and progressive poultry farmers. Dr. Habibur Rehman, Former DDG (AS), ICAR, New Delhi & Regional Representative, South Asia, ILRI, New Delhi was guest of honour at the concluding function.

During the valedictory function the organizing secretary of previous WVPA (India) conference, Dr Girraj Goyal, NDVSU was felicitated for successfully organizing the conference in 2023 at Jabalpur. As many as 12 research scholars were presented awards for their presentations and also those who excelled in the student elocution programme. Dr PK Malik, Organizing Secretary, WVPA (India) 2024, proposed the vote of thanks.

The Karnataka Poultry Farmers and Breeders Association (KPFBA) felicitated Dr. Raghavendra Bhatta on his achievement of becoming the Deputy Director General (Animal Science) at the Indian Council for Agricultural Research.

The KPFBA also felicitated Dr. J.Radhakrishnan, IAS, Additional Chief Secretary and Commissioner, Greater Chennai.

The felicitations were part of the World Veterinary Poultry Association (India) conference held at the ICAR-National Institute of Animal Nutrition and Physiology, Bengaluru.



WVPA (INDIA) CONFERENCE 2024 acknowledged the support and contribution of KPFBA with a token of Appreciation

**On the sidelines of WVPA (India) Conference 2024**



KPFBA felicitated Dr.Raghavendra Bhatta for his achievement to become the DDG(Animal Science) ICAR



KPFBA felicitated Dr J Radhakrishnan, IAS, Additional Chief Secretary & Commissioner, Greater Chennai.

**Nandus Foods gets another award**

The Retailers Association of India (RAI) has recognized and awarded ‘Nandus Foods’ as one of the top three retail Startups in India. The award was received by Mr.Narendra Pasuparth, Director of Nanda Group.

Mr. Narendra Pasuparth while thanking RAI for the recognition said this would not have been possible without the hard work, dedication and passion of all the employees of Nanda Group.



## **WORLD VETERINARY POULTRY ASSOCIATION (INDIA) CONFERENCE 2024**

### **Poultry Sector growing at 6-7% annually, to align with ‘Viksit Bharat’ programme: KPFBA President, Naveen Pasuparth**



Delivering the keynote address at the World Veterinary Poultry Association (India) Conference, the President of the Karnataka Poultry Farmers and Breeders Association (KPFBA), Mr. Naveen Pasuparth said that the Indian poultry sector is expected to grow at 6-7 percent annually, in the years to come and will continue to play an important role in livestock agriculture GDP, rural employment and livelihoods, as the *Viksit Bharat* program is poised to take India to greater heights.

Here is the KPFBA President’s keynote address....

Respected Padma Vibhushan Shri M Venkaiah Naidu Ji, Dr Himanshu Pathak Ji, esteemed veterinarians, ladies and gentlemen. I am excited, humbled and privileged to deliver this keynote address at the prestigious WVPA India conference 2024.

On this occasion, I would like to recall the services of Dr Gopal, Dr Muthanna & Dr B S Ramappa, veterinarians who worked with our founder Shri P S Nanda Kumar, without whom I would not be standing here. I salute with utmost humility and gratitude the veterinarian community.

#### **CURRENT LANDSCAPE**

I want to briefly speak about the current landscape and future trajectory of the poultry sector, emphasizing our commitment to sustainable practices, technological advancements and social responsibility.

#### **India’s Poultry Sector**

The poultry sector in India has witnessed rapid growth over the last fifty years. However, there is a marked difference in the way the industry has developed in different regions across the country.

The poultry sector in the South is marked by vertical integration, where companies control various stages of production, from breeding to processing. This model has enhanced efficiency and quality control. The sector is likely to see further technological advancements, sustainable practices and increased focus on health and safety standards to meet evolving consumer demands. Additionally, market dynamics, trade policies and global factors will play a crucial role in shaping the future of the poultry industry in the South.

The Poultry sector in Central and North India is also expected to adopt the integration model to achieve improved efficiency, streamlined production, technology adoption, better quality control, better control of distribution chain and control on market players and dynamics.

Evolving from backyard farming, India’s poultry sector has grown by leaps and bounds. Globally, India is the 2<sup>nd</sup> largest egg producer with 125 billion eggs translating into 95 eggs per capita consumption, and the 3<sup>rd</sup> largest broiler meat producer with 5,000 million broilers per year, translating into 6 kg per capita consumption. The industry is growing at 6 percent per annum. Poultry consumption is only going to increase in the coming years, as it offers an affordable source of protein and leanness compared to mutton / lamb. Consumers are increasingly realizing protein deficiency in their diets. With the Indian economy on the roll, and a young population with growing incomes and holistic dietary needs, the poultry sector definitely looks to a bright future.

#### **Future Promise**

Science and technology has contributed immensely to the growth of the poultry sector. Some of the focus areas for the future are:

- The use of fermentation technology for rapeseed meal usage,
- Solving mycotoxins challenges for use of Distillers Dried Grains with Solubles (DDGS),
- Production of insect protein at scale & its usage,
- Increase in maize production through Hybrid & GM technology,
- Stamping vs vaccinating (AI),
- In Ovo vaccination at scale,
- Development of new strains of vaccine to counter Newcastle, Infectious bronchitis and Inclusion Body Hepatitis,
- Automation and digitization in operations

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### ESG IN POULTRY

The poultry sector addresses Environmental, Social and Governance (ESG) considerations through a multifaceted approach. Responsible poultry farming and waste management is a critical environmental challenge. To ensure environmental sustainability, there is an emphasis on adopting eco-friendly practices in breeder farms, hatcheries, and feed manufacturing units, minimizing resource consumption, and exploring renewable energy sources. The sector should take an active role in promoting sustainable agriculture practices and environmental stewardship.

One of the major challenges of the poultry sector is sustainable poultry waste management. Poorly managed poultry farming, unbridled use of medications and unattended accumulation of poultry waste (solid and liquid) poses a huge challenge as they are linked to air, water and soil pollution and contamination, which in turn is detrimental to crop agriculture, human health and the environment.

The new guidelines of the Central Pollution Control Board (CPCB), which is applicable to farms handling more than 30,000 birds, has really helped to strengthen sustainable and healthy practices in the sector.

Some of the best practices for sustainable poultry farming are:

- Manure collection and closed storage pits,
- Safe water disposal and management,
- Improved monitoring of sick and safe disposal of dead birds,
- Responsible use of medications with withdrawal protocols,
- Reprocessing poultry litter into organic manure,
- Use of solar technology for power generation,
- Adoption of bio methanation process for clean energy

All of these will help in making the poultry sector more responsible towards human health and the environment.

The social responsibility of the poultry sector extends beyond production to meaningful engagement with local communities and broader societal concerns. Poultry companies are anticipated to integrate into local communities through initiatives such as government school adoption, lakes and ponds adoption, village adoption, generating employment opportunities and finally, contributing to overall rural development in India.

By prioritizing social responsibility, the poultry sector can contribute to rural communities' well-being, environmental sustainability, and the overall advancement of the regions in which it operates.

Good quality and continuous supply of cereals and grains is critical to the livestock sector. Therefore, it is very important for the poultry sector, to work closely with the crop sector. Collaboration with Farmer Producer Organizations (FPOs), Self-Help Groups (SHGs) and Farmer Interest Groups (FIGs) will strengthen and help double farmer income and increase ties between the poultry sector and crop agriculture.

Additionally, the sector should comply with labor laws of the land. On the governance front, there will be an increased focus on transparency, ethical business practices, and compliance with regulations. By aligning with ESG principles, the poultry industry aims not only to meet ethical standards but also to build resilience, foster positive relationships with stakeholders, and contribute to sustainable development.

### BEST PRACTICES

Some of the best practices for animal welfare include the following:

- Handling and Transportation Standards: Implementing stricter regulations and guidelines to ensure the humane handling and transportation of birds to minimize stress, injury, and discomfort during transit.
- Technology Adoption for Welfare: Higher integration of technology for monitoring and ensuring animal welfare through automated systems for feeding, watering, climate control and logistics.
- Public Awareness and Consumer Preferences: Growing awareness among consumers regarding animal welfare issues may influence their purchasing decisions. This could lead to an increased demand for products sourced from farms adhering to higher welfare standards.
- Government Regulations: Anticipated advancements in regulatory frameworks may introduce more explicit guidelines on animal welfare practices, necessitating farming compliance and adherence.

In navigating these future challenges, the poultry sector in India may find opportunities for innovation and sustainable practices that not only align with evolving ethical standards but also contribute to the overall success and reputation of the sector.

### Role of Vets in Coming Days

Food is a game of honesty and a business of transparency. Vets are the custodians of the same. Veterinarians play a pivotal role in the poultry sector, emerging as crucial guardians of animal, Human and environmental health. Beyond filling traditional roles of disease prevention and treatment, vets will be at the forefront of embracing innovative technologies, ensuring responsible antibiotic use and implementing advanced vaccination strategies to counter emerging diseases.

As the poultry sector activity increasingly relies on data-driven decision-making, vets will play roles in management functions, extending into Profit Center Heads. This requires vets to develop soft skills, costing exposure and talent retention strategies and skillsets.

### CONCLUSION

The One Health approach, encompassing human, animal, and environmental well-being, will underscore the holistic responsibility of vets in shaping a resilient and ethical future for the poultry sector.

The Indian poultry sector is expected to grow at 6-7 percent annually, in the years to come and will continue to play an important role in livestock agriculture GDP, rural employment and livelihoods, as the *Viksit Bharat* program is poised to take India to greater heights.

I will conclude by recollecting parts of the "Veterinarians Oath", which highlights that a vet shall never be associated with or consult or work in a toxic environment as Vets are the "Protein Dhataas of the Nation".

## Cabinet extends Animal Husbandry Infrastructure Development Fund

The Union Cabinet chaired by Prime Minister Narendra Modi approved the continuation of Animal Husbandry Infrastructure Development Fund (AHIDF) to be implemented under Infrastructure Development Fund (IDF) with an outlay of Rs.29,610.25 crore for another three years up to 2025-26.

The scheme will incentivize investments for Dairy processing and product diversification, Meat processing and product diversification, Animal Feed Plant, Breed multiplication farm, Animal Waste to Wealth Management (Agri-waste management) and Veterinary vaccine and drug production facilities.

Government of India will provide 3% interest subvention for 8 years including two years of moratorium for loan up to 90% from the scheduled bank and National Cooperative Development Corporation (NCDC), NABARD and NDDB. The eligible entities are individuals, private companies, farmer producer organisation (FPO), Medium, Small and Micro Enterprises (MSME), Section 8 companies.

### Union Minister Rupala launches realigned scheme

Union Minister of Fisheries, Animal Husbandry & Dairying, Parshottam Rupala launched the realigned AHIDF Scheme and released the Radio Jingle on AHIDF in New Delhi in February. The meeting was attended by Dr. L.Murugan, Minister of State of Fisheries, Animal Husbandry and Dairying; Dr. Sanjeev Kumar Balyan, Minister of State of Fisheries, Animal Husbandry and Dairying; Secretary, Ms. Alka Upadhyaya and Joint Secretary, O.P.Chaudhary.

Several organisations were present at the meeting. The KPFBA President, Mr. Naveen Pasuparthi represented the poultry sector.

In his address, Parshottam Rupala informed that the scheme was started during COVID period which was one of the most difficult times for the entire country. He said that the scheme has been realigned and will be implemented for another 3 years and the industry, FPO, Dairy Cooperatives should take benefit of the scheme.

### Under the realigned scheme, the following will be the benefit:

- Interest Subvention of 3% payable up to 8 years
- Individuals, FPO, Dairy Cooperatives, Private Companies, Section 8 companies, MSME
- Credit guarantee cover upto 25% of the term loan.
- No ceiling on the loan amount
- Loan up to 90% of the estimated/actual project cost
- Dovetailing with capital subsidy schemes of other ministries or state level schemes
- Ease of application process through online portal [www.ahidf.udaymimitra.in](http://www.ahidf.udaymimitra.in).



### KPFBA President, Naveen Pasuparthi presents poultry sector scenario to Union Minister

The President of Karnataka Poultry Farmers and Breeders Association (KPFBA), Mr. Naveen Pasuparthi met the Union Minister for Fisheries, Animal Husbandry and Dairying, Mr. Parshottam Rupala and the Secretary, Ms. Alka Upadhyaya and the Joint Secretary of the Department Mr. O.P.Chaudhary to apprise them of the challenges facing the poultry sector. The meeting was held on the sidelines of the launch of the Government of India scheme of Animal Husbandry Infrastructure Development Fund (AHIDF).

Mr. Pasuparthi brought up the issues of shortage of maize as there was diversion for the ethanol blending programme (EBP), thus impacting the poultry sector. He requested the Minister to allow import of maize to offset the situation and help farmers tide over raw material crisis. The government, he added, needs to allow import of genetically modified maize and soyameal. The Minister assured that he would look into the matter.



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## Impact of AHIDF on private sector investment in livestock sector

The Animal Husbandry Infrastructure Development Fund (AHIDF) is part of the Atmanirbhar Bharat stimulus package and it has done wonders in the private sector.

The AHIDF scheme has motivated private sector to create infrastructure in rural India, enhancing value creation in livestock products, reducing wastage, cost reduction through increased efficiency, adoption of modern technology solutions for precision livestock farming & creation of skilled & unskilled jobs.

The AHIDF has not only developed the Animal Husbandry sector, but also paved pathway for entrepreneurship in private sector, with a special focus on forward and backward linkages.

**a) Breed Improvement & Multiplication** – Breeder farms & hatcheries have been established using modern environmentally controlled houses, battery vertical housing system, automatic feeding, watering & egg collection systems. All these address animal welfare, clean & safer livestock activity. Establishment of the state of the art, single stage fully automated Incubators with auto temperature, air exchanges & humidity monitoring systems have all increased efficiency, produced more at lower cost, giving access and affordability to farmers in both rural and urban areas.

**b) Animal Feed Manufacturing** - The scheme has helped in establishment of animal feeds - pellet plants, manufacturing easily digestible & sterilized pellet feeds for animals. This has resulted in reduction of feed wastages compared to old mash feeds, saving the nation a large quantity of raw materials & massively increasing animal productivity. The push is for “Producing more & more with less & less resources”. This has pushed India towards food security for the growing population.

Pre-Mix plants, with accurate dozers, load cells & precision blending of vitamins, mineral mixtures, supplements & additives were established. These plants delivered excellent premixes resulting in better absorption & higher immunity development in the animals.

Grain cleaning, drying, ventilated silos & bulk handling systems were built under this scheme. All this infrastructure has reduced growth of fungus & mycotoxins. By this, shelf life of grains has been extended manifold; grain wastage & grain damages have reduced substantially, saving millions of tons for the nation, hence giving better prices for farmers due to its good quality. The scheme is working towards doubling farmers income.

Feed Raw material laboratories were established under AHIDF with equipment's like Near Infra-Red (NIR), Soxhlet apparatus, Micro Kheldal Unit, mass spectro

metry etc. These labs conduct tests on vitamins, mineral mixtures, cereals & grains, instantaneously as against early when it used to take days previously, hence controlling input raw material quality into pellet feed manufacturing. By this, livestock has been getting consistent good quality feeds, resulting in its immune stable health and higher productivity. By doing all this, the end livestock product is safe from all types of heavy metals, complying to maximum residual limits, making Indian livestock products fit & safe for human consumption and export ready.

**c) Renewable Energy** – Under this scheme, private enterprises can use their roof tops to install solar power generation units, with net metering, feeding electricity into the local grid. This will lead to generating more greener energy for the country.

**d) Waste Disposal** – Under the fund, new facilities have been established such as robust Biodrum Composters which naturally decompose the dead livestock with manure, which in turn become excellent fertilizer, advocating environmentally safe disposal of such waste, adding to the circular economy.

**e) Meat Processing** – The scheme has helped produce more modern equipment like retort manufacturing, freezing technology etc to produce, process and pack food in safe and hygienic manner. Extending shelf life, reducing food waste for the country. Such technology also is making livestock products export ready. This sector has created large number of jobs in rural India.

Online & User Friendly – The implementation, roll out & usage of this scheme is so easy and online, which motivates all private sector to use it in creating animal agriculture infrastructure.

### AHIDF benefits -

- 5 to 6% cost of capital for private sector is very motivating & affordable to establish large technology enabled agri-infrastructure in rural India.
- Credit guarantee facility secures bankers exposure.
- No leaks in this system, compared to subsidy.
- Improved health & performance of the livestock.
- Making livestock farming future ready, doubling farmers income.
- Getting livestock sector, export ready.
- Helping the livestock sector to adhere to Environment Social & Governance principals.
- Generated skilled & unskilled jobs in rural India.

End

## Interaction Meeting with Cull Bird Traders

The Karnataka Poultry Farmers and Breeders Association (KPFBA) held an interaction meeting with cull bird traders at Devanahalli, seeking feedback from traders as to improve efficiencies, supply chain and consumer experience. About 35 traders participated.

The meeting saw two presentations, one from Dr. Pattabhirama, Group Nutritionist, Nanda Group on 'Importance of Bio-Security at the time of culling' and Mr. Vijay Simha, Vice President – Finance, Nanda Group on 'Importance of Digital payments and bookkeeping'. Dr. Pattabhirama advised traders to follow strict biosecurity measures and cooperate with the farms during the culling time. And he highlighted important points to be considered by the lifters, while Mr. Vijay Simha talked about how digital payments had helped in easy and quick transactions, seamless business activity.



In the Open House, traders raised several points for consideration by the KPFBA.

- Birds are fed with feed before selling. Increasing weight. Not ethical.
- Vehicles are waiting for hours & some time days for loading. Request farms to load vehicles fast and quick.
- Few traders are directly lifting from companies, bypassing KPFBA single window. This is not a good practice.
- Traders are willing to register with the association to get regular supply through the KPFBA Single Window.
- Traders highlighted the importance of KPFBA and requested members to cull their flock only through the KPFBA single window.

### Moving forward:

- Facilitate once a quarter meeting between KPFBA & traders.
- Register cull bird traders with KPFBA.
- Such registered traders are informed (broadcast list etc) of rates & stocks, on a daily basis.
- KPFBA members should book /sell their parent cull birds only through the KPFBA single window.

The KPFBA President, Mr. Naveen Pasupathy, in his welcome address gave an overview of the linkages between the industry and the trade. Mr. H.N Rajasekhar – Treasurer, Dr. Rajesh Reddy Shivashankar – Chairman, PR, and Event Committee and KPFBA Staff were present during the interaction programme. Mr. M.S.R Prasad, General Secretary proposed a vote of thanks

## Maize prices up by 20%, higher input costs for poultry

Demand for maize in the recent past has increased considerably, pushing mandi prices to high levels. According to industry estimates, prices have gone up by nearly 20% in the last couple of months, driven by demand from the poultry industry and importantly from distilleries making ethanol. It may be mentioned here that the government wants to ensure uninterrupted supply of maize for ethanol makers to achieve the 20% target of ethanol blending programme.

The centre has allowed the National Agricultural Cooperative Marketing Federation of India (NAFED) and the National Cooperative Consumers Federation (NCCF) to sell maize at a base price of Rs. 2,291 per quintal to distilleries this year. Both the cooperatives will procure maize at a minimum support price (MSP) of Rs 2,090 per

quintal in the 2023-24 crop year and supply to the distilleries at a mutually agreed rate of Rs 2,291 per quintal.

### Maize production @22.48 MT

The country's maize production is pegged at 22.48 million tonnes for the 2023- 24 crop year (July-June), as per the first advance estimate of the agriculture ministry. The plan is to increase production of maize by 10% to 42 million tonnes by 2025-26 from 38MT in 2022-23 crop year (July-June) through initiating measures such as crop diversification, cluster development for ethanol plants and involving private sector in seed development. Presently, about 10.74 million hectares are under maize cultivation and the government plans to increase it by one more million hectares in the next two years

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## USDA finalises voluntary “Product of USA” label claim

The US Department of Agriculture (USDA) recently finalized a rule to align the voluntary “Product of USA” label claim with consumer understanding of what the claim means. The USDA is awarding \$9.5 million to 42 projects through the Local Meat Capacity grant programme to expand processing options for the meat and poultry industry and new actions to ensure transparency and a fair and competitive market in the U.S seed industry.

“Today’s announcement is a vital step toward consumer protection and builds on the Biden-Harris Administration’s work to bolster trust and fairness in the marketplace where smaller processors can compete,” said agriculture secretary Tom Vilsack. “This final rule will ensure that when consumers see ‘Product of USA’ they can trust the authenticity of that label and know that every step involved, from birth to processing, was done here in America.”

“In addition, the Local Meat Capacity grants are addressing critical processing infrastructure needs for local and regional livestock and poultry producers, ensuring their products get to market efficiently and cost effectively, which supports local economies, new jobs, and more choices for consumers,” secretary Vilsack added. “USDA is also committed to boosting the farmer’s voice in our seed patent system and enforcing the disclosure laws on the books as we deliver more and better choices for farmers.”

### “Product of USA” Final Rule

USDA’s final “Product of USA” or “Made in the USA” label claim to be used on meat, poultry and egg products only when they are derived from animals born, raised, slaughtered and processed in the United States. The rule will prohibit misleading US origin labelling in the market, and help ensure that the information that consumers receive about where their food comes from is truthful.

## Breakthrough vaccine to curb Infectious Bursal Disease

The Indian Veterinary Research Institute (IVRI) has developed a groundbreaking vaccine to combat the infectious bursal disease (IBD) also known as Gumboro disease in poultry, addressing a major concern for farmers and safeguarding the poultry sector. The vaccine has been developed by IVRI Bareilly.

The vaccine is created by using recombinant DNA technology, marking a pioneering achievement in veterinary sciences in India. It is the first of its kind in the country and will soon be available in the market for farmers to protect their poultry. The Gumboro disease is caused by a specific virus that compromises the immune system of chickens, leaving them vulnerable to a range of other diseases, leading to enormous losses for poultry farmers.

The lead investigator of the vaccine project, Dr. Sohini Dey explained that the most challenging aspect of IBD is the compromised immune system of infected birds. In such cases, other vaccines become ineffective, making it crucial to administer the vaccine at an early stage to ensure maximum protection. Dr. Dey’s team includes Dr. C.Madhan Mohan and Dr. R.Sarvanan.

The technology was transferred to Hester Biosciences Ltd, a private firm and the second largest poultry vaccine manufacturer in India, to facilitate mass production and distribution across the country.

The IVRI Director, Dr. Triveni Dutt said the development of the vaccine is a testament to the dedication and expertise of the researchers at IVRI. “It represents a significant step forward in the fight against infectious bursal disease and holds promise for securing the health and productivity of the poultry sector in India.”

## Poultry stocks in red despite positive market outlook

The poultry sector, both domestic and global, is on a revival path, driven by robust export demand and the private sector’s expansion of the broiler meat industry. However, shares of poultry players such as Venky’s India; SKM Egg Products and Simran Farms have been trading in the red for quite some time.

Shares of Venky’s are now trading at ₹1,609 on the BSE with the company reporting a net loss of ₹7.94 crore for Q3 FY24. Simran Farms is now trading at ₹116; and SKM Egg Products, a 100 per cent export-oriented company, too, is trading in the red at ₹233.

According to EMR market research, the India poultry market, currently valued at \$28.18 billion, is expected to grow at a CAGR of 8.1 per cent in the forecast period of 2024-32 and reach approximately \$44.97 billion by 2032.

Exports of domestic poultry products, which crossed the ₹1,000 crore mark in the first nine months, are set to scale a new record of ₹1,200 crore in the current financial year 2023-24 on strong demand from countries such as Oman and Sri Lanka among others. India’s poultry exports touched a high of ₹1,081 crore (\$134.04 million) during 2022-23, doubling over the previous year’s ₹529.8 crore (\$71 million).



## **INNOVATIVE PRODUCTS**

### **Adhesives from chicken feathers**

Traditionally, adhesives have almost always been made from fossil raw materials such as petroleum. The Fraunhofer Institute for Interfacial Engineering and Biotechnology IGB has recently adopted a different approach. Researchers there have been using chicken feathers as a base material instead of petroleum. Feathers are a by-product of poultry meat production. They are destroyed or mixed into animal feed. But feathers are far too valuable to go to waste because they contain the structural protein keratin. This biopolymer is found in animals and makes up talons, claws, hooves or feathers. Its fibrous structure is extremely strong.



### ***Why keratin is perfect for manufacturing adhesives***

Keratin is a biodegradable and thus eco-friendly material whose structure has specific properties that make it particularly suitable for the manufacture of adhesives. Keratin's polymer structure, i.e., its very long-chain molecules, as well as its ability to undergo cross-linking reactions predestine it for the manufacture of various adhesives. "The properties required for adhesives are to some extent already inherent in the base material and only need to be unlocked, modified and activated," explains project manager Dr. Michael Richter.

### ***Platform chemical and specialty adhesives***

Over the past three years, Fraunhofer IGB has been working with Henkel AG & Co. KGaA on the KERAbond project: "Specialty chemicals from customized functional keratin proteins" — Kera being short for keratin, combined with the English word bond. Henkel is a global market leader in the adhesives sector.

In the first stage, feathers received from the slaughterhouse are sterilized, washed and mechanically shredded. Next, an enzyme process splits the long-chain biopolymers or protein chains into short-chain polymers by means of hydrolysis.

The output product is a platform chemical that can serve as a base material for further development of specially formulated adhesives. In the next stage, the Fraunhofer team set about converting the feathers on a large scale. Ramping up the process fell to the Fraunhofer Center for Chemical-Biotechnological Processes CBP in Leuna. The aim was to prove that the keratin-based platform chemicals can also be manufactured cost-efficiently on an industrial scale. This involved processing several kilograms of chicken feathers, with the material produced being used for promising initial material trials at Fraunhofer IGB and Henkel.

### **Optical sorting could accurately sex broiler chicks**

New sexing technology that uses reflected light to sort broiler chicks also by weight and external defects could help improve bird growth and save on production costs. "The cameras we use replace the need for human eyes. Today, there are few people who know how to look at the day-old chick and separate between male and female," said Menashe Tamir, CEO, Eshet Eilon.

### **The chick sexing conundrum**

Currently, all chick sexing in the poultry industry is conducted manually, which can be costly. In addition, it is becoming difficult to find and retain workers that are experienced at sorting. Automating the process can help solve these issues.

Although chick sexing technologies are primarily a focus of the layer industry, the technology also makes a lot of sense for broilers. "There are very many good reasons why to grow the chicken separately and the runs here in Israel have proven it," Tamir added, noting that cost savings can amount to \$0.15 per chick due to reduced food costs, which adds up quickly in large flocks. Additional benefits include reduced losses in the slaughterhouse, increased operational flexibility and the accumulation of data per chick. The optical chick sorting system is expected to enter the commercial market soon.

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## Collinson FeedAlert

Silo specialists Collinson 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.

“Feedback from our customers proves that running out of feed is a common problem which can have a knock-on, detrimental effect on productivity. 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.



## Ceva Santé Animale innovation with a day-old-chick gender sorting equipment for broilers

Ceva Santé Animale (Ceva), leader in hatchery technology, has launched its new automatic day-old-chick Gender Sorting equipment for broilers. Recognizing the need for a more efficient and cost-effective solution, **Ceva has developed modular and compact Gender Sorting equipment for day-old broilers that promises to streamline production and enhance operational efficiency for hatcheries worldwide.**

By automating the gender sorting process, hatcheries can standardize production and eliminate the dependency on skilled professionals, thereby reducing labour costs and increasing overall productivity. The implementation of this advanced machine not only ensures greater speed and precision in the sorting process but also significantly improve the welfare of day-old-chicks. The newfound efficiency in gender separation enables broiler males and females to be reared separately in the farm, allowing better performance and feeding programs, matching their different needs.

*“Ceva is a world leader in poultry vaccination, especially at the hatchery. Having access to state-of-the-art vaccination methods and hatchery technology is a constant demand from Ceva’s customers - we are very glad to continue the journey with this new equipment for the benefit of our customers and the poultry industry”,* said **Sylvain Comte, Poultry Franchise Director at Ceva Santé Animale.**

*Continued from Pg. 7*

## Maize prices up by 20%, higher input costs for poultry

### Prices hover around Rs. 26,500

The mandi prices of maize is around Rs. 26,500, up from Rs. 22,000 per tonne in the last three months. The poultry sector has registered a growth rate of around 8% per annum while the supply of maize has not kept up with the sector’s growth. This has resulted in higher feed costs for poultry units. It is reported that poultry feed prices are around Rs. 40,000 per tonne, up by nearly Rs. 4,000 tonnes in the past couple of months. The composition of animal feed is 65-70% is energy source mostly from maize, bajra and broken rice while rest is protein source mostly from soybean meal, groundnut extraction and mustard deoil cake.

Ricky Thaper, Treasurer of Poultry Federation of India had told the media that “Any further increase in maize prices will increase feed costs which will further increase cost of production of broiler and eggs.”

Under the crop diversification paddy, the focus is being given to divert paddy grown in Indo-Gangetic plains and north-western plans to maize.

For increasing productivity, the agriculture ministry is focussing on improving kharif output through increasing use of climate resilient and pest resistant seeds and increasing area under hybrids. Maize is grown during both kharif and rabi seasons. Karnataka, Madhya Pradesh and Maharashtra have close to 40% share in total output. About 60-65% of the output of maize is used as poultry and animal feed while 20% is used for industrial use. Maize is the third most key cereal crop after rice and wheat.

## RECIPE: CREAMY HERB CHICKEN

### Ingredients

- 4 chicken breasts
- 2 teaspoons each of onion powder and garlic powder
- 1 teaspoon fresh chopped parsley
- 1/2 teaspoon each of dried thyme and dried rosemary\*
- Salt and pepper , to season

### For the sauce

- 4 cloves garlic , minced
- 1 teaspoon fresh chopped parsley
- 1/2 teaspoon each of dried thyme and dried rosemary
- 1 cup milk
- Salt and freshly ground black pepper, to taste
- Teaspoon cornstarch mixed with 1 tablespoon water.

### Preparation:

- **Marinate** chicken breasts with the onion and garlic powders and herbs. Season generously with salt and pepper.
- Heat 1 tablespoon of oil a large pan and cook chicken breasts until opaque and no longer pink inside (about 5 minutes each side, depending on thickness); set aside.
- To the same pan or skillet, heat another 2 teaspoons of olive oil and sauté garlic, with parsley, thyme and rosemary, for about 1 minute.
- Stir in milk (or cream); season with salt and pepper, to taste.
- Bring to a boil; add the cornstarch mixture to the centre of the pan, quickly stirring, until sauce has thickened slightly. Reduce heat and simmer gently for a further minute to allow the sauce to thicken more



## CHICKEN TRIVIA



### Do chicken have teeth?

No. Only when they have recently hatched and still have their egg tooth from breaking out of their shell.



### When is the best time to vaccinate for Marek's Disease?

When chicks are one day old.



### Which breed was once called an Indian Game Bird?

Cornish

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