

KPFBA signs MoU with Centre of Excellence for Animal Husbandry



The Karnataka Poultry Farmers and Breeders Association (KPFBA) has achieved another milestone by signing a memorandum of understanding (MoU) with the Centre of Excellence for Animal Husbandry (CEAH), a Government of India institution. The MoU was signed by Mr. Naveen Pasuparthi, President of KPFBA, and Dr. P.S.Mahesh, Joint Commissioner, Government of India and Director CEAH, Bengaluru on January 11, 2024 at Hesaraghatta office of CEAH. Mr. Raja Sekhar – Treasurer, Dr. Rajesh Reddy – Chairman of Chicken Promotion, Skill Development, and PR Committee, Mr. Inayath Ulla Khan, Executive Secretary, and senior officials of CEAH were present during the occasion.

The MoU is aimed at capacity building and training in all aspects of mutual benefits in the area of animal husbandry and poultry across the country.

CEAH is a consortium of five organizations operating under the Ministry of Fisheries, Animal Husbandry & Dairying, within the Department of Animal Husbandry & Dairying, Government of India. Located in Hessarghatta, Bengaluru, CEAH aims to advance various aspects of animal husbandry. Its objectives encompass a broad spectrum, including capacity building for animal husbandry officers and entrepreneurs worldwide, serving as a central hub for capacity building initiatives, establishing farmer demonstration units with viable business models for widespread adoption, operating as a large-scale production and supply center for animal husbandry products in dairy, poultry, and fodder sectors, developing world-class infrastructure for the animal husbandry sector, and working towards achieving self-sufficiency in this domain.

CEAH signs MoU with Agriculture Skill Council of India (ASCI).

The Centre of Excellence for Animal Husbandry (CEAH), also signed another MoU with the Agriculture Skill Council of India, for capacity building and training during the occasion on the same lines. The MoU was signed by Dr. P.S.Mahesh, Joint Commissioner, Government of India and Director CEAH, with Mr. Ishwar Poojar, Regional Head, ASCI (South India).

The Agriculture Skill Council of India (ASCI) is a Section 8 Not-for-profit concern working under the aegis of the Ministry of Skill Development & Entrepreneurship (MSDE). ASCI works towards capacity building by bridging gaps and upgrading the skills of farmers, wage workers, self-employed & extension workers engaged in organized / unorganized segments of Agriculture & Allied Sectors.

Need for awareness on ESG in the Poultry Sector

Just like any other sector in the country, the poultry & livestock sectors have a large environmental footprint – energy, water and waste. There is a need to address this not only after the fact, but include this in the design and planning of the processes, transportation and end use of the products from these sectors, said Mr. Naveen Pasupathy, President of the Karnataka Poultry Farmers and Breeders Association (KPFBA).

World over, industry, both in services and product, are focusing more and more on internalizing the environmental, social and governance aspects, to play a responsible role as well as improve bottom line costs and image, while reducing liabilities downline.

Five years ago, India's ESG regulations, which are essentially a framework to evaluate the sustainability and ethical impact of a company or investment, were minimal or voluntary. Today, they are comprehensive and mandatory, and considered to be at par with global sustainability and reporting standards, he mentioned.

Starting 1 April 2023, SEBI made it mandatory for the 150 largest publicly listed entities to report on business responsibility and sustainability practices using a core framework comprising a set of 42 Key Performance

Indicators (KPIs) for mandatory reporting in annual reports. It also requires prospective investors to obtain assurances on KPIs from accredited ESG ratings providers on country-specific parameters, such as emission reductions, stakeholder interests, workforce safety, and leadership and governance. Shortly after, SEBI mandated the BRSR Core framework (as sub-set of the BRSR) for the same entities, to provide assurances for nine KPIs in their value chain, i.e., those entities that cumulatively comprise 75% of the listed entity's purchases or sales. SEBI is likely to extend the regulation to the 1,000 largest publicly listed companies by 2027.

Giving context to the ESG in poultry and livestock sectors in India, he said that they come in varied sizes and ownership. While most poultry companies in Karnataka are family owned and mostly not public listed companies, with the growth of this industry in the years ahead, there is a need for better understanding on ESG issues to ensure that there is a trend towards responsible production, keep all interests in mind – environmental, social, statutory, and image.

In this context, it is proposed that to bring together the heads of the Karnataka Poultry Farmers and Breeders Association, for a series of awareness sessions on ESG.

CACP formulating price policy for Kharif crops

The Commission for Agricultural Costs and Prices (CACP) which comes under the Department of Agriculture and Farmers Welfare is in the process of formulating the price policy for Kharif crops 2024. The Commission recently had a meeting in New Delhi with all stakeholders related to rice, maize and millets.

Representing KPFBA (Karnataka Poultry Farmers & Breeders Association) and CLFMA (Compound Livestock Feed Manufacturers Association), Dr. Pattabhi, Chief Nutritionist at Nanda Group, talked about how India despite being efficient producers was unable to compete in exports of chicken meat due to higher input cost of feed. Giving details of feed produced and also the production of milk, eggs, broiler meat and fish production, he said feed conversion ratio has to be improved further. Highlighting how 50 per cent of maize produced and six million metric tonnes of soyabean meal were used by the livestock industry, he said CACP had to keep this in mind.

Mr. Krishna Kumar from ICAR-Maize research said that this year maize crop is estimated at 34 million metric tonnes, of which 10 mmt will have to be supplied for the ethanol blending programme. To increase maize cultivation, he suggested contract farming; direct purchase having dryers at site; increase cultivation in high-yielding districts; and industry to collaborate with maize farmers.

Representatives from the Indian Council for Agricultural Research (ICAR) spoke about new varieties which they have developed in their institutions in the last three years. They all insisted that good price assurance is a must to all crops as farmers are facing either drought or flood situations.

The meeting was chaired by Mr. Vijay Paul Sharma and attended by Anupam Mitra, Member Secretary; Naveen Prakash Singh; Dr. Seema; Dr. R.Sathish; Mr. Vivek Shukla; representatives from the All India Rice Exporters Association; CLFMA & KPFBA; and Directors and other senior officials of ICAR-Rice Research, Cuttack; ICAR-Rice Research, Hyderabad; ICAR-Jowar & Millet Research; and ICAR-Maize Research, Ludhiana.



Dr. Pattabhi with Mr.Alok Bisaria, Executive Director, Rice exporters association & Dr. Krishna Kumar, Scientist, ICAR, Maize research, Ludhiana

Indian industry outlines its expectations at India- US Agriculture Synergy Summit

The India-U.S. Agricultural Synergy Summit, organized jointly by the U.S. Grains Council and the U.S. Soybean Export Council (USSEC) with support from various industry associations, was held on 30th January in New Delhi. The summit emerged as a pivotal moment, shaping the trajectory of sustainable agribusiness growth in India. The event served as a dynamic platform, bringing together key industry leaders, experts, and associations to deliberate on transformative strategies for the nation's agricultural landscape.

As India strives to position itself as a leader in agri-products and processing, this event served as a platform to strategize and deepen a commitment to mutual success and support for one another. The organizations included the All India Distillers Association (AIDA), All India Poultry Breeders Association (AIPBA), All India Starch Manufacturers Association (AISMA), Broiler Coordination Committee (BCC), CLFMA of India (CLFMA), Grain Ethanol Manufacturers Association (GEMA), Indian Vegetable Oil Processors Association (IVPA), Karnataka Poultry Farmers and Breeders Association (KPFBA), Poultry Federation of India (PFI), Society for Aqua Professions (SAP), Soy Food Processors and Development Association (SFPDA) and Uttar Pradesh Distillers Association (UPDA).

Mr. Clay M. Hamilton, Minister Counsellor for Agricultural Affairs, US Department of Agriculture, US Embassy, delivered the opening remarks while Dr. Seth Meyer, Chief Economist, US Department of Agriculture, presented insightful perspectives on opportunities and challenges in the global agricultural space. Mr. Suresh Chitturi gave a talk on the State of the Indian Livestock Sector, and Dr. Vijay Singh, Professor from the University of Illinois, Urbana-Champaign, USA, shared valuable insights on India-US collaboration in Industrial Starch Processing.

The highlight of the summit was the panel discussion, titled "Win-Win Agriculture: Aspirations for Future Collaboration,"

featuring prominent figures such as Mr. Kevin Roepke, Regional Director, South Asia & Sub-Saharan Africa, USSEC; Mr. Reece Cannady, Director, U.S. Grains Council; Mr. Naveen Pasuparth, President, KPFBA; and Mr. Ramakanth Akula, CEO, The Waterbase Limited.

KPFBA President presents overview of poultry-feed connect

Mr. Naveen Pasuparth spoke on the importance of maize to the poultry sector as it is an excellent energy source, besides being digestible and easily available. The poultry and livestock industry consume over 60 per cent of the country's maize production, he said and called for collaborative work to improve feed conversion ratio and also to work on costing.

Leading poultry and aqua producers spoke about the potential for livestock to be included in the India food chain, while also providing protein for the world at large. They highlighted that the largest impediment to India's competitiveness in the world market for chicken, eggs and fish/aqua is the raw material supply, which must be available at a reasonable price, which is not currently the case. Proposed solutions include adoption of GM and imports.

The summit made projections that protein consumption would increase by 15% by 2031, while commending the initiatives of the governments of Andhra Pradesh and Karnataka, introducing eggs in mid-day meals as significant steps towards enhancing nutrition.

Along with the opportunity to learn about the forecasting techniques and scope of the growing partnership, grain and soybean end users had the opportunity to share their expectations and views on the opportunities for rapid growth and expansion of the agricultural sector and industries using corn, Soy/SBM, ethanol and other co-products in India.

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KPFBA president, Mr Naveen Pasuparth interacting in the Panel Discussion — Win/Win Agriculture: Aspirations for Future Collaboration with Mr. Ramakanth Akula, CEO, The Waterbase Ltd Mr. Reece H Cannady, Director, U.S. Grains Council, New Delhi And Mr. Kevin Roepke, Regional Director of South Asia & Sub-Saharan Africa, USSEC

Centre holds roundtable meeting with exporters to boost Indian poultry products

The Secretary, Department of Animal Husbandry and Dairying, Ms. Alka Upadhaya recently held a roundtable meeting in New Delhi with leading poultry exporters to boost Indian poultry exports and identify challenges and strategies to strengthen poultry ecosystem.

She said that production of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. To promote export the department recognizes 33 poultry compartments as free from Avian Influenza. In the fiscal year 2022-23, India exported 664,753.46 metric tons of poultry products, with a total worth of Rs. 1,081.62 crores (134.04 million USD) to over 57 countries

This strategic gathering brought together key stakeholders, including leading companies, state governments, and industry associations, to deliberate on the "Export of Indian Poultry Products: Challenges and Strategies to Strengthen the Poultry Ecosystem."

Ms. Upadhaya highlighted that the Indian poultry sector, now an integral part of agriculture, has played a crucial role in meeting protein and nutritional needs. While the production of crops has been rising at a rate of 1.5 to 2 percent per annum, that of eggs and broilers has been rising at a rate of 8 to 10 percent per annum. Over the past two decades, it has evolved into a mega-industry, positioning India as a major global

producer of eggs and broiler meat.

Ms. Upadhaya informed that the Department of Animal Husbandry & Dairying has been taking various initiatives to boost the export. The Department has recently submitted a self-declaration of freedom from High Pathogenicity Avian Influenza (HPAI). To promote exports the Department has recognized 33 poultry compartments as free from Avian Influenza. Based on the validity it has notified 26 compartments to the World Organisation for Animal Health (WOAH) and WOAH approved the same in October. Further, the Department had taken initiatives to resolve the issue of feed shortage in the past years.

Ms. Upadhaya emphasised the need for promotion of poultry exports, strengthening the Indian poultry sector, improving ease of doing business, addressing challenges in poultry product exports, strategizing the integration of units in the informal sector and further cementing poultry sectors position on the world stage.

According to a recent market intelligence study, the Indian poultry market achieved a remarkable valuation of USD 30.46 billion in 2023 with a CAGR of 8.1% from 2024-2032.

The roundtable meeting served as a platform for dynamic exchanges, encouraging collaborative efforts to address current challenges and formulate robust strategies for the sustainable growth of the Indian poultry sector.

World Poultry Show 2024

EuroTier, the world's leading trade fair for professional animal husbandry and livestock management, takes place from November 12-15, 2024 in Hanover, Germany. As part of that the World Poultry Show will be held.

The organisers of the show - DLG (Deutsche Landwirtschafts-Gesellschaft – German Agricultural Society), said that conferences and events within the World Poultry Show will offer international poultry professionals a wide range of opportunities for networking and professional exchange and information. The main topics will be animal welfare and the CO2 footprint in poultry. The theme spotlight 'Artificial Intelligence in the poultry house' will present solutions for poultry housing. The Expert Stage "Poultry" will provide information on current developments and innovations in the areas of poultry farming, animal health, feeding, management and marketing. The International Poultry Conference and the International Poultry Event round off the information and networking program.

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New technologies hold promise

However, there were also many revelations around the impediments for the growth of these high value industries. Users such as the starch and livestock industry highlighted that while Indian farmers can increase production to meet these needs, it will not be an overnight increase. Indian end user industries require raw materials immediately. To enable sustained growth, the need of the hour is importing commodities in short and medium term. In the long term, new technologies like Genetically Modified seeds hold the key to increased production. By way of a present case study, maize availability to fulfil the needs for feed, starch and ethanol and seed required for that land is under question. The first step to the process is increasing area under maize cultivation, a challenge that government of India is working to address. However, in the meantime, GoI should permit import of GM maize and other commodities to fulfil the gap.

All industries are committed to 'Viksit Bharat - 2047' and India's demand for livestock products would increase manifold as India continues on the path of development or 'Vikas'. Currently, there is uncertainty regarding maize production for

the animal feed industry, which is stalling growth. Despite public opinion, India is not a vegetarian country and almost 71% of the population consumes meat in some form. Currently, overall consumption is low due to low availability, but is bound to increase as Indians grow more affluent and understand the value of animal protein in diets. The current shortfall in maize, and protein meals have to be fulfilled either through domestic production or import. In the alternative, India will need to import final products, like chicken, devastating local industry.

The question confronting industry today is whether India can fulfil all its needs of grain, oil seeds, oil meals, and ethanol for all sectors domestically. Currently, the outlook indicates that it will need a hand to fulfil its aspirations.

The summit looked at ways in which the U.S would assist Indian stakeholders, through training, techniques, and knowledge transfer. However, quality U.S. feedstocks should also be included in the basket of available support. There is a need for conducive policies for such partnerships which create a win-win scenario for both nations, the summit concluded.

Dr. Raghavendra Bhatta assumes charge as DDG (Animal Science), ICAR



Udupi-based Dr Raghavendra Bhatta, Director of the National Institute of Animal Nutrition and Physiology in Bengaluru has assumed charge as the Deputy Director General (Animal Science) in Indian Council of Agricultural Research (ICAR) in New Delhi.

With a doctorate in veterinary science with a specialisation in Animal Nutrition from Veterinary College, Bangalore, Bhatta has had an excellent academic career, bagging gold medals both in master's and doctorate programmes. He was the recipient of the Japan Society for the Promotion of Science (JSPS) post-doctoral Fellowship and completed two years of postdoctoral research at NILGS, Tsukuba, Japan. Bhatta also completed post-doctoral training at USDA, Texas in 2011. He started his career at M/s Mysore Feeds Limited, Bengaluru, before joining ICAR Central Sheep and Wool and Wool Research Institute, Rajasthan as a scientist in 1993. In 2003, he was transferred to the ICAR-National Institute of Animal Nutrition and Physiology (NIANP)

He was selected as the Director of ICAR-NIANP in 2014. During his tenure, he developed many state-of-the-art infrastructure facilities at NIANP, such as the Centre for Laboratory Animal Research, and the Centre for Climate Resilient Animal

Adaptation Studies. Recognising the contribution, the institute was bestowed with the Sardar Patel Outstanding Institute Award in 2021. Bhatta is a distinguished Fellow of the National Academy of Agricultural Sciences, the Karnataka Science and Technology Academy, the National Academy of Veterinary Science, and the National Academy of Dairy Sciences – India. He is the recipient of several research awards including the Sir CV Raman State Award from the Karnataka State Council for Science and Technology and Rafi Ahmed Kidwai Award for Outstanding Research in Agricultural Sciences, 2019 by ICAR.

Nadeem Fairoze who was his teacher during Bhatta's under graduation; a classmate during his Master's and PhD coursework, has hailed the appointment, stating that he is the first South Indian to achieve this goal. Dr. Bhatta is also recognized as one of the world's top 2% Scientists by the Stanford University analysis during 2020; 2021;2022; and 2023.

His many accomplishments include developing state-of-the-art infrastructure facilities at NIANP such as the Centre for Laboratory Animal Research; the Centre for Climate Resilient Animal Adaptation Studies, Community hall, Students hostel and Mini-auditorium.

He has been instrumental in getting several international collaborative projects such as Indo-German, Australia- India Council Project, Indo-Japan, Indo-French ECLIPSE Project, International Livestock Research Institute project, and International Atomic Energy Agency project, etc.

He has been Coordinator of the AICRP and Network Project on Methane, the Principal Investigator of an Indo-German and ILRI project. Developed a Product Harit Dhara for Methane Mitigation and Commercialised to four firms. Under his Stewardship the institute was bestowed with the Prestigious Sardar Patel Outstanding Institute Award in 2021.

He is a Distinguished Fellow - National Academy of Agricultural Sciences (FNAAS), Karnataka Science and Technology Academy (FKSTA), National Academy of Veterinary Science (FNAVS), and National Academy of Dairy Sciences – India. (FNADS).

He is a recipient of several Research Awards including Sir CV Raman State Award from the Karnataka State Council for Science and Technology; and the Rafi Ahmed Kidwai Award for Outstanding Research in Agricultural Sciences, 2019 by ICAR.

Dr. Bhatta has published over 150 Research Papers in Journals and presented more than 140 papers in conferences of National and International repute and authored three books. He has three patents to his credit.

South Africa offers discount on chicken imports

The Minister of Trade, Industry and Competition of South Africa has offered rebate on import of boneless and bone-in chicken cuts. The rebate provided is 30% on boneless and 25% on bone-in cuts of imported chicken. Presently, imported chicken carries a duty of 62% for frozen bone-in and 42% for boneless chicken pieces.

This has been welcomed by the Association of Meat Importers and Exporters of Southern Africa (AMIE) while stating that high import duties are a regressive form of tax, impacting consumers directly. The association said that the rebate will help keep the price of chicken in check for consumers, especially for poor households, who are unable to afford this protein source.

INNOVATIVE PRODUCTS

Talon for euthanizing chickens

Innovative Poultry Products LLC has introduced the Talon, a user-friendly and effective way to euthanize chickens using CO2. Applying cervical dislocation can be difficult and requires considerable strength for larger poultry. When using the Talon, the process is simple by collecting a few culls into the bucket, placing the bucket in the bucket holder, pressing the button, and letting the Talon run its cycle. Talon is an approved method of animal welfare in the US.



Avatox mycotoxin binder

Avatox, from Glamac, is a broad-spectrum mycotoxin binder especially designed to take care of all kind of toxins including masked mycotoxins like DON, T2, Zearalenone, etc. Masked mycotoxins are very difficult to eliminate since they are under double bonds like epoxy coated. Avatox is having superior Smectite clays of volcanic ash origin like Montmorillonites & tectosilicate like clinoptilolite for maximum adsorption for a wide range of mycotoxins (polar/ non-polar/ masked). MDC in Avatox breaks the determinate structure of masked mycotoxins adsorbed in the net of these phyllosilicates through a chemical process involving hydrolysis or decarboxylation.



The benefits of Avatox include - Wonder clays of volcanic ash, strongest adsorption capacity- ensures complete nullification of mycotoxins; Larger surface area of adsorption as compared to other conventional toxin binders; Mycotoxin Deactivator Complex breaks the molecular structure of masked mycotoxins- highly effective at low inclusion rate; and Optimum CEC value of the clays ensures zero trapping of micronutrients

Perstorp's ProPhorce SR 130 for gut health

Butyric acid has been demonstrated to exert multiple roles to gut health and support animal welfare. Finding ways to prevent its absorption before reaching the intestine and control its unpleasant smell has been a challenge for decades. ProPhorce SR 130 is a dry product based on butyric acid glycerol-esters and is considered one of the most efficient ways to deliver butyric acid into the intestine due to its high concentration and targeted release.

Gut functionality is a foundation for future performance and production success. By choosing ProPhorce SR 130, you ensure a good start and better lifetime performance. Its targeted delivery of butyric acid offers unrivaled power up to double that of coated butyric acid products. And since esterified ProPhorce SR 130 delivers an optimal amount of butyrate in precise dosages, you will see lower application costs and less wastage.

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PERSON OF THE MONTH

DR. ANJAN GOSWAMI

Young, enterprising, team leader adding value to KPFBA

Dr. Anjan Goswami has served as the General Secretary of the Karnataka Poultry Farmers & Breeders Association (KPFBA) for two consecutive tenures from 2019 to 2023. Right after assuming office, the Covid 19 Pandemic had struck and it was one of the most difficult times that Indian poultry sector had ever witnessed. The KPFBA team of which Dr. Anjan, as a General Secretary, played a crucial role in protecting the interest of the poultry sector.

During his tenure, the association has witnessed transformation in all the functional areas and has gradually emerged as a robust institution from just an Association, adopting technologies and putting in place standard operating procedures (SOPs). During his term, Dr. Anjan served as the Chairman of the Single Window also, which facilitates a best possible price and stock management practices in Karnataka. Dr. Anjan has introduced the model of stock-based pricing decision strategy and coordinated sales of birds in South and MH with providing window to each other as per stock holding of the respective states.

Earlier too, from 2015 to 2017, Dr Anjan had served as Chairman of Single Window in KPFBA and for the first time the broiler market was segregated from parent cull bird market. Marketing and pricing strategies were redefined with a co-ordinated approach-based on the parent cull birds stock in all the Southern states and Maharashtra. Industry has witnessed a paradigm shift in the pricing of parent culling birds dissociating it from the price of broiler birds. The prices have started to remain much higher than broiler prices throughout the year immensely benefiting the sector.

Professionally, Dr Anjan is one of the Directors at Khadkeshwara Group and Co-founder of multiple successful enterprises in diverse sectors. He has a 15 plus years of enterprising experience in Agri, Food, E-Commerce, retail & hospitality sector. A seasoned writer in prominent poultry magazines, and a visiting faculty in business and training institutions such MANAGE, Hyderabad, IPMI, Pune etc.

It is worthwhile to mention that Dr Anjan is the only veterinarian in the Indian poultry sector with having PhD and MBA in the area of business from premier B Schools of India. Apart from holding a Masters degree in Veterinary Science, Dr. Anjan is a Doctoral Scholar from ISB, Hyderabad; MBA from the Indian Institute of Management, Bangalore and M.V.Sc in Pharmacology.



RECIPE: GARLIC LEMON BAKED CHICKEN THIGHS

Ingredients:

6 boneless, skinless chicken thighs; 2 tablespoons olive oil; Juice of one lemon; 2 tablespoons low sodium chicken broth; 1/2 teaspoon black pepper and salt; 1 teaspoon garlic powder; 1 teaspoon onion powder; 1/2 teaspoon crushed red chili pepper flakes; 1/2 teaspoon paprika; 4 garlic cloves, sliced or minced; 1 teaspoon Italian seasoning; 1/2 tablespoon butter and Chopped fresh parsley and lemon slices, for garnish

Preparation:

Marinate chicken thighs with olive oil, lemon juice, chili pepper flakes, Italian seasoning, paprika, garlic powder, fresh ground pepper, onion powder, and chicken broth. Sear the chicken thighs in a skillet for 4 minutes on each side until crispy and golden.

Bake chicken thighs at 200°C for 15-20 minutes, or until the chicken meat flakes and is fork-tender. Garnish the baked chicken thighs with pepper flakes, parsley, and lemon slices.



CHICKEN TRIVIA



If the white of an egg is cloudy, it means the egg is fresh.



It only takes about 26 hours for a hen to produce an egg, and 21 days for the egg to incubate and hatch.



A chicken's heart beats from 220 to 360 times per minute.

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