



POULTRY PROTEINS+

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India has tremendous export potential

By Dr. Sushanth Rai, President, KPFBA

India exported 320,240.46 metric tonnes of poultry products to the world for a value of Rs. 529.81 crores or 71.04 million \$ during the year 2021-22. The major export destinations have been Oman, Maldives, Indonesia, Vietnam, Bhutan, Japan and Russia. While further exploiting the domestic market, considering India's population, we need to tap into various overseas markets with value added products. India exported meat, dairy and poultry products worth Rs.308 billion in fiscal year 2022, an increase from about Rs. 270 billion the previous year. In all, India exported principal commodities worth over Rs. 31 trillion in financial year 2022.

Third largest egg producer

India is the third largest producer of eggs in the world. The production of eggs and broilers has been rising at a rate of 8 to 10 per cent per annum, which is exceptional. The poultry sector is experiencing rapid growth, thanks to growing middle class, rising incomes, value added products, emergence of vertically integrated poultry producers, new marketing and sales methods etc. This we need to capitalise on, not just to address the needs of the domestic market but also the global market. India is ready to take on the world.

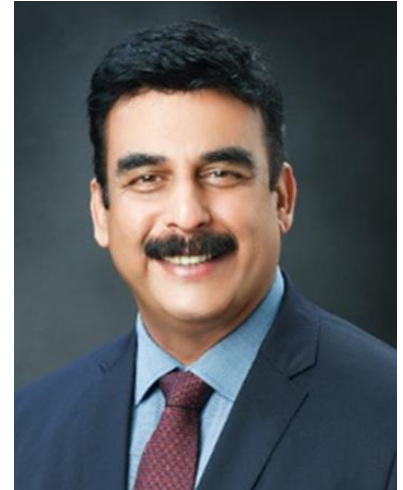
We are already witnessing the transformation with many modern poultry processing plants producing dressed chicken, chicken cut parts, nuggets, sausages, egg powder, frozen egg yolk and many other new products, catering to the highly westernised needs of the urban population and export market. This has to percolate down to rural areas too. This is possible as many areas in several states have poultry activity. Tamil Nadu accounts for maximum egg production. In Telangana, Hyderabad has maximum poultry and hatcheries. Karnataka, Maharashtra, Madhya Pradesh, Odisha, North Eastern States and few others are major egg contributors, so this spread has to be captured.

Ukraine-Russia conflict opens up market for India

With the ongoing conflict between Russia and Ukraine, India has started looking at boosting its exports of egg and poultry products. The export target countries are the United Arab Emirates and Saudi Arabia which used to depend upon Ukraine for its poultry needs. Ukraine is considered to be the poultry source for large parts of Central and Eastern Europe. Ukrainian company Avangardco remains the continent's biggest egg producer, producing both shelled eggs and egg products. We as an industry need to understand these dynamics.

In December 2021, the UAE lifted a five-year-old ban on the import of eggs and other poultry products from India.

The move followed an assurance by Government of India that it would follow biosafety norms set by the World Organisation for Animal Health to prevent infection from bird flu. This change in policy allowed India to export table eggs, hatching eggs and day-old chicks to the country. It is loud and clear that India has the world market to tap into and we as an industry need to get our act right.



Poultry Farmers and Breeders Association of Maharashtra gets new office bearers



At the Annual General Meeting of the Poultry Farmers and Breeders Association of Maharashtra on September 14, the new Executive Committee was elected. The new Executive Committee will take charge in the month of November.

Mr. Sanjay Nalgirkar has been elected President of PFBAMH, while Mr. Uddhav Ahire is the Vice President; Dr. Ajay Deshpande, the Honorary Secretary; and Mr. Krishnacharan the Treasurer.

The Executive Committee members are: Dr. Shyam Dhawan; Mr. Kunal Pathre; Mr. Vaibhav Pawar; Mr. Dhananjay Babar; Mr. Pandurang Sandhbhor; and Mr. Vasanth Kumar Chidambara Setty (Founder President).

The invitee members are Dr. P. G. Pedgaonkar; Mr. Balaji (Suguna); Mr. Krishna Gangurde; Mr. Das (Baramati Agro); Mr. Rajendra T. Thorat; Mr. Prasad Wagh and Mr. Nabhaji Kalbhor.

Higain Feeds & Farms feed for all growth stages of livestock

Higain Feeds & Farms celebrated its 15th anniversary recently with Dr. Ranjit Reddy, Member of Parliament, who is also the President of the Telangana Poultry breeders Association, as the chief guest. It has been 15 glorious years for Higain which had humble beginnings in Mandya district, focused on providing precision nutrition solutions.

On the occasion, the KPFBA President, Dr. Sushanth Rai. B felicitated Dr. Ranjit Reddy and also complimented Dr. H.B.Nataraja, the founder and Managing Director of Higain on reaching the 15-year milestone.

Success of any company totally depends on being customer-centric and Higain over these years has built a trust with its customers and they have been the business drivers. Manufacturing quality feed for poultry, animal feed and concentrate feed for all growth stages of the livestock, it has created a huge customer base in Karnataka, Andhra Pradesh, Tamil Nadu and Kerala markets. Higain manufactures feed for cattle, swine, sheep, goat and lab animal feed.

The core manufacturing operations revolve around making of high-quality premixes through a dedicated premix manufacturing set up in Dabaspete, about 40 km from Bengaluru. Under the dynamic leadership of Dr. Nataraja, an alumnus of Bengaluru Veterinary College and an animal nutritionist, the company has firm roots in scientific application of applied nutrition in all its feed formulations. The customers vouch for the feed which promises health and safety of all livestock.

Along with Dr. Nataraja is Major (Dr.) Vinod Kumar, the Chief Operating Officer who has been driving the operations across units, ensuring quality remains mantra of the organisation. An ex-service man, he works with a mission to empower every individual associated with Higain Feeds.

Higain remains committed to its core business of formulating and manufacturing all types of quality feed products for commercial broiler and layer. Higain provides full feed as well as concentrates, 7.5% concentrates being its signature product. The company, indeed, is growing from strength to strength.



First Workshop on “Breeder Management” held at the newly inaugurated Dr. G.B. Puttannaiah Learning Center.



The KPFBA added yet another feather to its successful saga by conducting an informative one-day workshop on ‘Broiler Management’ on September 12. The objective of the seminar was to highlight the critical factors that influence the performance of broiler breeders.

Chairing the seminar, the KPFBA President, Dr. Sushanth Rai.B gave suggestions to improve broiler production, laying emphasis on systematic management. Dr. Anjan Goswami, Secretary, KPFBA, briefly spoke on how management is key to poultry production.

Dr. Jayanaik, Professor and Head, Department of Poultry Science, Veterinary College spoke on management tips to maximise the production efficiency in broiler breeders while Dr Harshakumar Shetty, General Manager, VHPL spoke on ‘Feed allocation after grading to improve uniformity’. He stressed the importance of feeding strategies to maintain uniform body weight in breeders. He further outlined the feeding schedule to be followed

at different ages to achieve uniformity and targeted bodyweights in broiler breeders.

Dr. A. S. Darur, General Manger, Godrej Tyson Foods, made a pictorial presentation on commonly occurring diseases in broiler breeders and suggested remedial measures., Dr. G. B. Puttannaiah, Chairman – Technical Committee, KPFBA spoke on “Biosecurity practices in breeder farms” while making a exhaustive presentation on biosecurity procedures to be implemented in breeder farms to prevent spread of diseases causing pathogens.

In all 26 participants from 12 member companies participated in the programme and they were presented with certificates of participation.

Dr. B. Umakantha, Scientist, KPFBA welcomed the participants while Mr. Inayath Ulla Khan, Executive Secretary, KPFBA proposed a vote of thanks.



...Continued from pg. 4.



Dr. Jaya Naik, Professor and Head, Department of Poultry Science, Veterinary College



Dr Harshakumar Shetty, General Manager, VHPL



Dr. A. S. Darur, General Manger, Godrej Tyson Foods



Dr. G. B. Puttannaiah, Chairman – Technical Committee, KPFBA



KPFBA seminar on soft skills on 18th October.

As a continuation of organizing learning events at KPFBA, the next session will be on critical role of soft skills in enhancing & elevating the productivity and efficiency of the work force. This session will anchor around the eight habits / skills under the theme of Life Lessons –P3. The seminar will be hosted at KVAFSU-KPFBA Poultry Training Center & Laboratory, Hebbal, Bengaluru on Thursday, 18th October 2022.

The session will be conducted by Dr. G.Gopal Reddy who has over three decades of experience in sales and marketing, and is a well-known personality in the poultry fraternity. Equipped with a Bachelor's degree in Veterinary Sciences and Diploma in Management from Ireland, he is a veterinarian by profession but passionate about sales, marketing and people management. He has travelled to over 25 countries and interacted with people from all walks of life.

Having realized the importance of soft skills, he started 'Life Lessons - P3' sessions to employees since a decade and trained hundreds of workforces on these lines. He is also on the Research Advisory Council of NIANP-ICAR and leading the Institute of Poultry Veterinarians of Indian being its Vice President.

The session will be from 10 to 1 pm followed by lunch. The registration fee is Rs. 1,500 for KPFBA members and Rs. 2,000 for non members.

right to protein

Venue: Hilton Grand Ballroom - Bengaluru, Embassy Manyata Business Park
Date: Friday, 21st October 2022
Time: 10:00 AM (Registration)

[REGISTER NOW](#)

Right To Protein, one of India's foremost protein awareness initiatives, invites you to get educated and spread awareness about protein-rich soy foods and soy-fed animal protein sources that help meet daily protein requirements.

Save Your Date to Attend the USSEC Event on **Right To Protein** to be held at 10 AM – 1 PM on **Friday 21st October in Grand Ballroom Hilton, Hebbal, Bengaluru.**


To know more about protein, visit www.righttoprotein.com

KPFBA in association with Sapience Agribusiness Consulting cordially invites you to join us for Knowledge Session on

Food Safety And Food Quality Through A One Health Approach

 Time: 5:30 pm

 Thursday, 20th October 2022

 **Courtyard by Marriott**
Hebbal, Outer Ring Road,
Nagavara, Bengaluru,
Karnataka, India

 9886730997
9916835929



With regards
Dr. Sushanth Rai. B
President, KPFBA

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Food Safety And Food Quality Through A One Health Approach

Thursday, 20th October 2022 | Bengaluru, Karnataka, India

PROGRAM

5:45 PM	Registration & Hi-Tea
6:00 PM	Welcome Address By Dr. Sushanth Rai. B , President, KPFBA
6:05 PM	Overview of the Program By Dr. G.B Puttannaiah , Chairman, Technical Committee, KPFBA
6:15 PM To 6:45 PM	One health Program By Prof. Dr. Raman Muthukrishnan Retired Professor - Parasitology TANUVAS And Indian Coordinator.
6:45 PM To 7:15 PM	Emerging Diseases In Broilers By Prof. Dr. Filip Van Immerseel , Ghent University - Professor of Avian Bacteriology And Head Of The GUT Health Team.
7:15 PM To 7:45 PM	A Safe Alternative To Antibiotics By Mr. Edgar Shin CEO - CTC Bio Korea Specialist in Bacteriophages.
7:45 PM To 8:25 PM	Panel Discussion Panelists: Prof. Dr. Raman Muthukrishnan , Prof. Dr. Filip Van Immerseel , Mr. Edgar Shin , Dr. Raghavendra Bhatta – Director, ICAR-NIANP and Dr. A.Natarajan , Professor and Head, AFCQAL, Veterinary College and Research Institute, Namakkal Moderator: Dr. P.S Mahesh , Joint commissioner Gol and Director CPDO&TI
8:25 PM	Vote of thanks By Dr. T. Rajaram – General Manager Sales, Sapience Agribusiness Consulting LLP
8:30 PM	Networking and Dinner

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Poultryproteins@gmail.com

Improved Profits with NutriOpt On-site Adviser

The nutritional wing of KVFSU-KPFBA Laboratory is equipped with NutriOpt On-site Adviser, a **NIRS** instrument which provides state-of-the-art, real-time performance. Unlike conventional standard laboratory methods, the NIR spectroscopy can provide simple, less expensive, fast and accurate quantification of macronutrient (crude protein, crude fibre, ADF, NDF, raw fat, starch, sugar raw ash) including amino acid and fatty acid profile in the feed without use of any hazardous solvents.

The instrument can be used to analyse over 20 different feed raw materials and feed mixtures for broilers, breeders and laying hens. The latest testing solution measure key nutritional component in all three stages of feed production i.e. raw materials, product in process and final product.



The lab now offer the services of NIRS to its members and farmers

The value of NIR Spectroscopy are;

1. Check incoming materials: Ensure correct payment, reject out of speck materials, segregate raw materials and update feed formulation for optional production.
2. Control mixing process: Measure key parameters to ensure efficient mixing time, spot dosing problems for timely rework decisions and ensure that production meets requirements.
3. Secure final product quality: Ensure that composition meets final product specs for correct labelling product specification while protecting brand and avoiding customer claims.

How to submit a feed sample

Analysis of the feed for nutritional parameters within the feed is highly important for both bird well-being and overall profits of the farmers. This is essential to formulate the most suitable and effective diet for different types of birds. Accuracy and reliability of the results largely depend on proper collection, preparation, handling and despatch of representative feed samples taken from different areas of feed mills

Composite sample is prepared by mixing primary samples that are collected from different areas. The sample is further reduced by quarter method to make a final sample and then sent to the lab for analysis.

Grains, meals and pellets

Silo – A running sample is required, randomly drawing 5 or more samples.

Lorry Load – Gather samples from 5 or more random locations from front to rear of the load. If possible, use a long, slotted grain probe to reach deep into the load.

Bags – Probe diagonally from top corner to bottom corner from 10% of the bags in your lot.

Mixed Rations: Collect from freshly blended rations. Take 10 or more handfuls of the mix from multiple, random locations, mix and supply a sample of the composite.

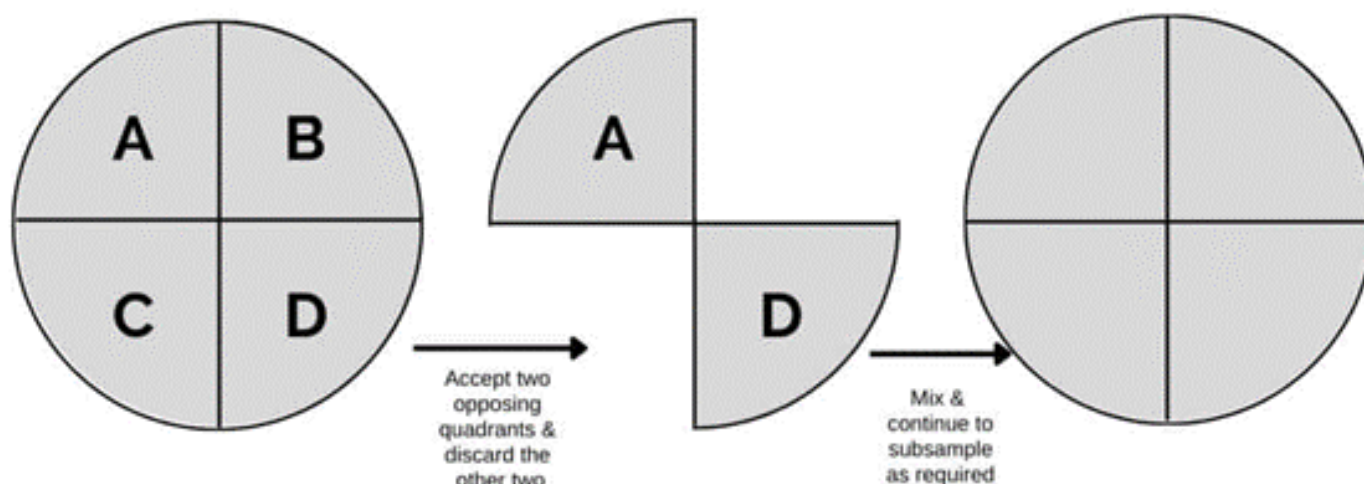
General instruction and precautions to minimise errors

1. Sampling procedures should be based on purpose of analysis
2. Use appropriate sampling equipment
3. Collect representative samples
4. Collect adequate samples
5. Use well trained and knowledgeable person
6. Send samples as quickly as possible.
7. Samples should be in excellent form
8. Pack tightly to exclude air. Use plastic bags
9. Label the samples with waterproof marker
10. Use quarter method for reduction of feed. The processes should yield 500 g-1000 g

Sample delivery: All sample should be delivered to KVAFSU-KPFBA Poultry Training Centre & Diagnostic Laboratory Veterinary College Campus, Hebbal, Bangalore – 56002 within the working hours (Monday to Saturday-10.30 AM to 12.30 PM) along with Feed submission form.

For more details Contact: **Dr. B Umakantha** on +91 98868 94520 or email him on kpfbalabs@poultrykarnataka.net

How to take a representative subsample:



Improving the health of birds

Diseases in birds are detrimental to the productivity of birds. Conducting Necropsy operation gives precise cause of disease and actual medication protocols to prevent further outbreaks. By evaluating the clinical history provided by farmers together with the information obtained from necropsy, a definitive diagnosis can be developed.

The Necropsy section of the KVAFSU-KPFBA laboratory is functional now. Members and farmers can now make of the laboratory.

Instructions for submitting birds for Necropsy

Live Birds: Deliver in person to the Laboratory. Select most representative of the clinical picture observed on the farm.

Dead Birds

- May be delivered in person
- The best specimen for submission is a recently euthanized untreated bird that exhibited typical clinical signs.
- Must be from the same flock/group and from the same species
- Birds that have been dead for more than several hours are not recommended as diagnostic specimens
- If experiencing a herd or flock health issue, submitting more than one bird will facilitate diagnosis. (10 adult ailing birds and 20 chicks)
- Provide a thorough history on the submission form, including a description of clinical signs and any treatments/drugs the animal received ante-mortem.

To prepare the bird for submission

- Wet its feathers with soapy water (this breaks down the insulation layer and avoids spoiling the carcass); do not dry
- Place the bird in plastic bag, seal, and immediately keep it cooled or refrigerated (i.e. not frozen)
- **Note:** Without chilling, decomposition begins immediately and decreases the likelihood of an accurate necropsy

To prepare the package for submission:

Leave the bird in its sealed, plastic bag, Place the bagged bird and a few ice packs within a second plastic bag and seal and then place in a cardboard box.

Bird delivery: All the package of birds should be delivered to KVAFSU-KPFBA Poultry Training Centre & Diagnostic Laboratory Veterinary College Campus, Hebbal, Bangalore – 560024 (Monday to Friday between -10.30 AM to 4:30 PM, Saturday – 10:30 AM to 12:00 noon) along with Sample submission form.

Remember: Do not ship on Sunday or immediately before a holiday.

For more details Contact: Dr. B Umakantha on +91 98868 94520 / kpfbalabs@poultrykarnataka.net



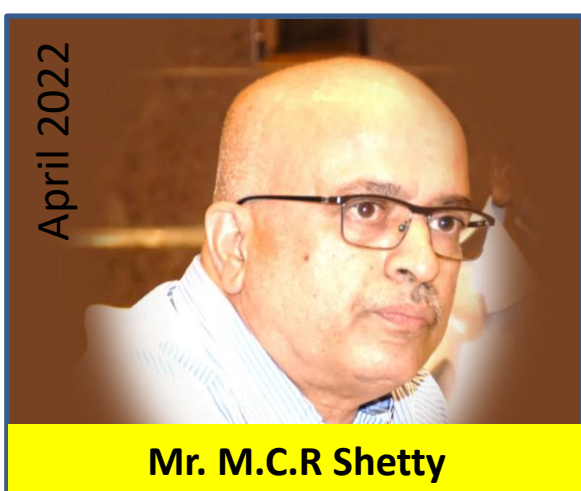
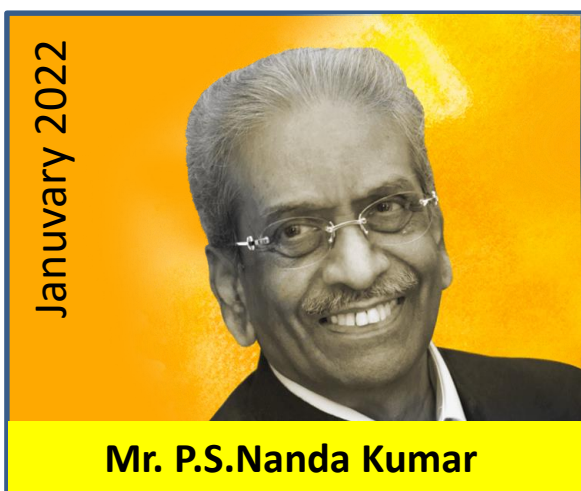
Men Who Matter

The Karnataka Poultry Farmers and Breeders Association (KPFBA) has been growing from strength to strength, thanks to the leadership, the many senior and active members who have stayed on course when it comes to development of the Poultry Sector. In Poultry Proteins + newsletter we have featured each month a leader, a visionary, a champion of the sector as 'Person of the Month'.

In the October issue of 2022, we are doing a recap of these leaders / experts who have not only guided the KPFBA, but the poultry sector as a whole.

The KPFBA acknowledges their work and support to help improve the poultry sector. The following leaders / experts have been featured in Poultry Proteins +:

The link to their profile is attached herewith.....



**'Congratulations to all of them...'
From President and members KPFBA**

Innovations In Poultry

Lumis Enzymes for improved digestion

Lumis Enzymes, one of the foremost enzyme manufacturer belongs to the K-Genix Health Care Group established in 1945. The core focus of K-Genix business conglomerate is in the health care and biotech sectors. Through its pioneering approach in "Customized Enzyme Solutions" it has established itself as an innovative, quality enzyme manufacturer.

Lumis has a reputation of supplying quality enzymes through our global enzyme supply chain to various industries such as baking, brewing, fruit juice, wine, starch and distillation, poultry and swine feed, pharmaceuticals, textiles, paper etc. Some of the digestive enzymes are Protease, Amylase and Lipase.

Protease

Lumis offers a unique combination of multiple proteases from various sources ensuring maximized and improved digestion of proteins and amino acids across various protein substrates. The multiple protease product is thermo-stable and works over wider pH conditions. These multiple proteases have endo and exo peptidase activities which allows broader selection of protein substrates including unconventional and economical / low quality protein sources, thus decreasing the cost. It helps in reducing nitrogen through faeces leading to a cleaner environment. Protease offered by Lumis is compatible with the animals own digestive enzymes and also exogenous enzymes.

Amylase

It offers a novel blend of multiple Amylases that works at wide pH condition and is highly thermo-stable. It increases starch digestibility of plant based raw materials releasing

glucose which can be easily absorbed by the animals digestive system. It provides more available energy and essential nutrients while improving the animal performance. It is effective against different starches and starches with higher amylose contents. It thus helps in providing flexibility in using cost effective starch based raw materials.

Lipase

Lumis Lipase breaks down fats in majority of feed ingredients thereby improving animal digestion and subsequent utilization of fat. Lipase is useful in all oil based raw materials like vegetable oil, tallow, animal based oil etc.



Trouw Nutrition's ChickCare - Unlocking flock productivity

In commercial broiler chicken operations, there is often a delay in chicks' access to feed and water. This negatively impacts chick productivity. The longer the chicks take to receive their first feed and water, the lower their growth rate and the higher the mortality rate in the first days. ChickCare 0-4 days is the first commercially available feed specially designed to meet the specific nutritional needs of chicks in their first four days.

Trouw Nutrition's solution: ChickCare 0-4 days

ChickCare 0-4 days is an antibiotic-free specialty which targets the first four days after hatching. Developed by Trouw Nutrition's experts, ChickCare 0-4 days connects the very latest poultry research and knowledge on early-life nutrition. Feeding an average of 70 grams, spread over the first four days of the chick's life, provides chicks with optimal onset of production cycle, steady growth and optimal carry over effect at market age.

The key benefits include robust chicks, supports early life health, helps to enhance performance throughout life, shortens productive cycles, improves final body weight, carcass weight and meat yield results and increases profitability per bird.



RECIPE: Chicken Sausage, Italian style

Ingredients

1 red bell pepper, diced
 1 yellow bell pepper, diced
 1 orange bell pepper, diced
 1 green bell pepper, diced
 1 large sweet onion, thin wedges
 2 cups grape tomatoes
 2 tablespoons olive oil
 1 tablespoon balsamic vinegar
 ¼ teaspoon Italian seasoning
 ¼ teaspoon salt
 ¼ teaspoon ground black pepper
 1 (8 ounce) baguette, thinly sliced
 1 (12 ounce) package cooked chicken sausage, sliced diagonally
 1 tablespoon oregano.

Directions

1. Arrange 2 racks in middle and upper thirds of oven and preheat to 425 degrees F (220 degrees C). Line two 10x15-inch baking pans with foil.
2. Toss bell peppers, onion, and tomatoes together in a bowl with 1 tablespoon oil, balsamic vinegar, Italian seasoning, 1/8 teaspoon salt, and 1/8 teaspoon black pepper. Transfer to one of the prepared pans.
3. Roast in the preheated oven for 30 minutes.
4. Drizzle bread slices with remaining olive oil and sprinkle with remaining salt and black pepper. Arrange on the other prepared pan.
5. Remove the vegetables from the oven; push to one side of the pan. Add sausage to the exposed portion of the pan.
6. Roast until vegetables are tender and sausage is heated through, adding the pan with bread in the last 5 minutes of roasting time. Sprinkle vegetables and sausage with oregano and serve with bread.



CHICKEN TRIVIA



Chickens experience rapid eye movement (REM) sleep and dream in colour as humans do.



Australians eat more chicken than Americans. 205 lbs. to 201 lbs., making Australia the country that consumes the most chicken per capita.



In South Korea alone, there are more chicken restaurants than there are McDonald's in the entire world!

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 QR**

