



KPFBA Urges Government to Withdraw Power Tariff Hike

By Dr. Sushanth Rai.B, President, KPFBA

The Karnataka Poultry Farmers and Breeders Association (KPFBA) opposes the power tariff hike announced by the Karnataka Government, as the hike will 'kill the poultry sector' which is already under pressure due to high cost of raw materials.

The KPFBA has made a representation to the Karnataka Minister for Energy, Mr. K.J. George, urging the government to withdraw the hike in power tariff. The decision to increase the power tariff by ₹. 2.89 per unit is going to adversely impact the poultry business in Karnataka. If the poultry sector passes on the hike to the consumer, it will lead to an inflationary trend, affecting the end-consumer.

In the letter to the Minister, the KPFBA drew his attention to how the poultry sector in Karnataka is not only a massive employment generation activity but also a revenue earner to the state.

The poultry sector has been under tremendous pressure due to high cost of raw materials, including feed, and now with the hike in power tariff, the sector will become an unviable economic activity. Poultry farmers, breeders, and other allied stakeholders are running businesses on very thin margins.



The KPFBA also informed the Minister that with the cost of production going up, compared to the neighbouring States of Tamil Nadu, Andhra Pradesh, Telangana, Kerala, and Maharashtra, that many poultry units and also those working on farms will migrate to neighbouring States, creating further problems for the sector. And Karnataka will have to import poultry meat and eggs and other products from neighbouring States. Karnataka as an investment destination will lose its proposition.

Not just poultry sector, even the livestock feed manufacturers are majorly affected by this power tariff hike. The cost of feed as such is high and the power tariff will further increase raw material costs for poultry farmers.

"The KPFBA urges the Government to immediately withdraw the hike not just in the interest of the poultry and feed manufacturing sector but in the larger interest of the State as an investment destination."

World meat production to increase marginally to 364 million tonnes.

- ❑ Driven by increase in global poultry meat production
- ❑ Lower consumer purchasing power amid high food prices

The Food and Agriculture Organisation (FAO) has forecast that the world total meat production in 2023 will increase marginally to 364 million tonnes (carcass weight equivalent), principally driven by an anticipated increase in global poultry meat production. Poultry meat production is forecast to expand the most by volume, facilitated by increase in demand from the food services sector and poultry's general appeal as a relatively affordable meat type, despite widespread outbreaks of the highly pathogenic avian influenza virus and elevated feed prices.

Global ovine meat production is also expected to increase in Asia and Oceania. By contrast, global pig meat production is expected to drop slightly, principally underpinned by a steep drop in output in Europe due to the continued impact of the African swine fever virus, weaker producer margins and somewhat lower domestic demand.

	2021	2022	2023 Forecast	% change from 2022 to 2023
World Balance Production	356.9	362.6	363.9	0.4
Bovine meat	74.9	76.3	76.1	-0.2
Poultry meat	138.2	140.8	142.7	1.3
Pig meat	120.9	122.3	121.7	-0.5
Ovine meat	16.4	16.7	16.8	1.0
Trade	42.0	41.8	42.1	0.6
Bovine meat	12.1	12.6	12.8	1.2
Poultry meat	15.3	16.3	16.4	1.0
Pig meat	12.7	11.5	11.4	-1.0
Ovine meat	1.1	1.1	1.1	5.2

WORLD MEAT MARKET AT A GLANCE

Million tonnes (carcass weight equivalent)

Page 1 of 8

Continued from pg.1.,

World meat production to increase marginally to 364 million tonnes

Global bovine meat production is also forecast to fall marginally on lower cattle inventories, high feed costs, forage shortages and lower carcass weight in several leading producing regions, despite some increases elsewhere.

World trade in meat and meat products is forecast to reach 42 million tonnes (carcass weight equivalent) in 2023, only slightly above the 2022 level. This slight growth is underpinned by expectations of import expansions together with increased food services sales, particularly in China, following the end of the country's restrictions related to the COVID-19 pandemic.

However, rising availabilities from domestic sources and lower consumer purchasing power amid high food prices and economic downturns could lead to import declines in most meat importing countries, partially offsetting the foreseen increases. Much of the expected increased demand is likely to be supplied by Brazil and Australia, facilitated by the high availability of exportable supplies, disease-free status and competitive prices. Since reaching an all-time high in June 2022, international meat prices have trended downward in the second half of last year, reflecting increased exportable availabilities in some leading exporting countries amid lower import demand for spot supplies.

However, the FAO Meat Price Index rebounded from February 2023, mainly driven by pig and bovine meat prices amid supply limitations and, more recently, rising poultry meat prices due to high demand.

Livestock Health and Disease Control Programmes

A Centrally Sponsored Scheme “Livestock Health and Disease Control (LH&DC) Scheme” is being implemented to supplement the efforts of the State/Union Territories Governments towards prevention, control and containment of animal diseases of economic and zoonotic importance, by vaccination. Now the scheme has been restructured up to 2025-26.

The scheme will be implemented with the aim of reducing risk to animal health by prophylactic vaccination against diseases of livestock and poultry, capacity building of Veterinary services, disease surveillance and strengthening veterinary infrastructure. The major activities supported under this scheme are: Critical Animal Disease Control Programme (CADCP) for eradication and control of two major diseases which have hitherto not got focused attention in proportion to their economic significance, namely Peste des Petits Ruminants (PPR) and classical swine fever (CSF); Establishment and strengthening of existing veterinary hospitals and dispensaries (ESVHD)-mobile veterinary units; and Assistance to States for control of other economically important, exotic, emergent and zoonotic livestock and poultry diseases (ASCAD).


The funding pattern is 100% central assistance for the CADCP and the non-recurring components of ESVHD, and 60:40 between Central and State for the other components as well as for ASCAD, with 90:10 for hilly and North Eastern States and 100% for UTs.

National Livestock Mission subsidies

Under the National Livestock Mission, for the first time, the Central Government is providing direct 50 percent subsidies to the Individuals, self-help groups (SHGs), joint liability groups (JLGs), Farmer Producer Organisations (FPOs), Section 8 Companies, FCOs to establish Poultry Farms with Hatcheries and brooder mother units, sheep and goat breed multiplication farm, piggery farm and feed and fodder units.

The subsidy units for these activities are;

- a) Poultry farm activities: up to Rs.25 lakh;
- b) Sheep and Goat breed multiplication farm: Rs.50 lakh;
- c) Piggery breed multiplication farm: Rs.30 lakh; and
- d) Feed and Fodder Unit: Rs. 50 lakh.



ADDRESSING MYTHS AND RUMORS REGARDING CHICKEN MEAT & EGG #03

Injections of hormones are given to the chicken for faster growth which may not be good for human consumption.

For devolvement of high producing broiler chicken variety lot of R&D work in genetics & nutrition has taken place for last 2 to 3 decades. Current improved Broiler chickens available in market can grow up to 2.5 kilo in just a span of 40 days for which daily high protein feed is very important. Also, they are produced from best parents selected by excellent breeding plan. Therefore, no steroids are required for making meat birds fatty. Further, use of steroid hormones will increase the cost of production than returns. So, economically also it is not feasible for farmer to use hormones for better production.

Courtesy: ICAR – Central Avian Research Institute

Vets In Poultry (VIP) Concluded “National Poultry Symposium 2023” in Hyderabad on 28th June 2023

The Vets In Poultry (VIP) national symposium on ‘Exploring Poultry Paradigm – A Holistic Approach by Professionals’, held on June 28 in Hyderabad, concluded with experts pushing for aggressive collaboration between farmers, industry, academics, and Central and State Governments, to future-proof the poultry sector.

Inaugurating the national symposium, Dr. G. Ranjit Reddy, Member of Parliament from Chevalla Constituency in Telangana, shared his own journey in poultry farming and mentioned that there are as many challenges as opportunities in the sector and the poultry community needs to tap the full potential. Assuring the poultry sector of his support, the MP talked about the importance of scientific methods of poultry farming to expand businesses.

Moderating the symposium, Prof. Dr. Ajit Ranade said in the present scenario in the poultry sector with different stakeholders – such as poultry farmers, breeders, processing units, logistics etc – there was a need for a holistic approach to achieve optimal benefits.

The symposium speakers – Mr. Balram Singh Yadav, MD, Godrej Agrovet Ltd, Mr. K. G. Anand, GM, Venkateshwara Hatcheries Pvt Ltd, Hyderabad, Mr. K Kishore Kumar Hegde, Chairman & MD, Lifeline Feeds Pvt Ltd, Chikmangalur and Dr. Harshakumar Shetty, DGM, Venkateshwara Hatcheries Pvt Ltd, in their presentations gave insights on the current situation of the sector and how it can leapfrog to a thriving economic activity for all the stakeholders. They underlined the importance of investments in technologies (digital included), scientific practices, improved logistics, modern marketing approaches, and expanding the consumer base. The speakers noted that there was need for different stakeholders to collaborate to progress.

In the panel discussion that followed, panelists Dr. Girish Kolwankar, MD, Premium Chick Feed Pvt Ltd, Dr. J.S. Reddy, Director, Export Inspection Council of India, New Delhi., Dr S.B.Barbuddhe, Director ICAR, Hyderabad, Dr T Ramesh Babu, Consultant , and Mr. Abhay Tangade, made brief statements on how veterinary professionals could contribute to the poultry farming community at large, particularly when issues of bio-security, anti-biotics , disease outbreaks, etc remained as challenges for the poultry sector which was both organized and unorganized. The Q&A session that followed was highly interactive.

The national symposium drew poultry professionals from across the country, and included poultry farmers, veterinarians, integrators, feed millers, broiler and breeder State Associations, academicians, scientists, pharmaceutical companies, media partners and others. Over 650 professionals participated in the symposium which also had poultry luminaries such as Dr. Devegowda and Dr. Ajay Deshpande, the latter delivered the presidential address, explaining the vision and activities of the Vets in Poultry in the larger context of economic growth. Dr. Santosh Ire welcomed the gathering, while Mr. O.P.Singh, MD, Huvepharma SEA Pvt Ltd, made the concluding remarks, summarising the event as a thought-provoking one and also looking into the future.

Mr. Singh also thanked the sponsors and other partners for their support in making the symposium a roaring success, particularly from the point of view that it threw up many recommendations for the improvement of the poultry sector. Following the success of the national symposium, the Vets in Poultry have lined up a series of events in the future.

For more information visit www.vetsinpoultry.com or connect at vetsinpoultry@gmail.com



INNOVATIONS

Traceability software in poultry supply chain

Traceability software provides poultry logistic transparency. A logistics technology called **Agistics** can track the movement of products, feed and animals in the poultry supply chain, allowing producers to make real-time decisions for their operation. This software tracks products in the supply chain process, prevents logistical issues and reduces man hours.

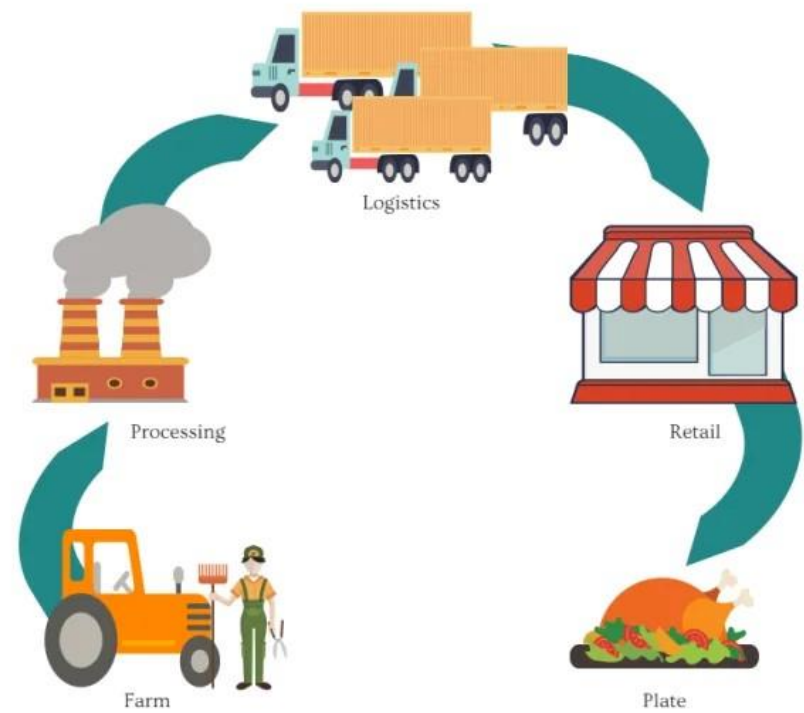
Agistics helps optimize driver routes and efficiency, improve biosecurity programmes, reduce man hours and provide logistic transparency in the entire poultry supply chain.

How it works

Drivers are tracked using a GPS and the system sends notifications to team members through a mobile application.

This allows team members throughout the process to receive new delivery information and notifications that guide them through each step of the product's trip including pickups, weigh stops, sanitation steps, biosecurity steps and drop offs.

The technology can integrate with a company's existing enterprise resource planning (ERP) and Mill Management software, allowing schedulers and production teams to edit and publish logistics schedules and save wasted work hours for drivers and operations. Additionally, reports are available for all deliveries for record keeping and audit purposes.



The technology can also contribute to a producer's biosecurity plan. In the event of a potential biosecurity threat, such as an avian influenza outbreak on a farm, drivers are automatically rerouted to prevent any potential cross contamination.

As it provides real time information logistics to logistics personnel, they can make quick adjustments for drivers and loading and catching teams.

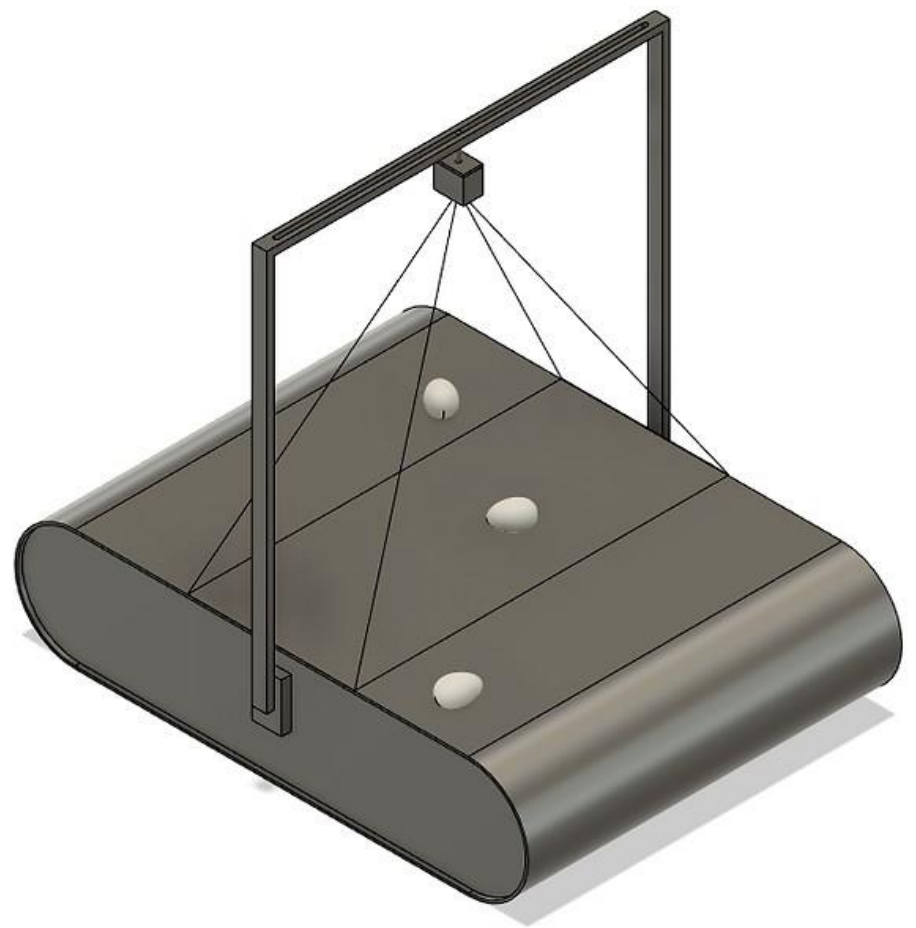
Computer vision technology for accurate counting of eggs

The egg industry has an issue with regard to accurate counting of eggs and the present egg counters are generally off the mark by 5 to 20 per cent, if the barn conditions are not good and if eggs are closely grouped together. Research and technology company Agrinerds has a computer vision technology that helps in accurate counting of eggs in a farm.

The system identifies and counts eggs using computer vision classifier. It is barn-specific model tailored to individual environments. It has optional self-cleaning system sensors and has the potential to recognize problematic characteristics in eggs and estimate egg weights.

The system uses multiple sensors, an infrared beam and visual imaging software to count eggs. After eggs are collected onto conveyor belts, the system separates them into individual lanes for counting. The eggs then pass through an infrared beam, an ultrasonic sensor and a mounted camera, which all are measuring the egg count.

Once eggs pass through the counters, the counters are checked against each other using a central controller and a final tally is produced. The system is 99% accurate due to its machine learning algorithm.



TRADE INVITATION



KNOWLEDGE PARTNER



Cordially invite you
to visit our meeting point
at :

11th Edition INTERNATIONAL
PULTRY 2023
& Livestock Expo

25-26-27, AUGUST 2023
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NATIONAL EXHIBITION ON
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PERSON OF THE MONTH: DR. K.C VEERANNA

accomplished Vice Chancellor

Dr. K.C.Veeranna successfully completes one year as the Vice Chancellor of the Karnataka Veterinary, Animal and Fisheries Sciences University, Bidar. In this short period, Dr. Veeranna has initiated a number of programmes to stay abreast of developments in the sector, one of which is how to optimally utilize technologies to meet animal nutrition requirements.

Dr. Veeranna is highly qualified Vice Chancellor having completed B.V.Sc and A.H; M.V.Sc; Ph.D; and PGDEE.

Prior to his assuming the Vice Chancellor's post on July 11, 2022, Dr. Veeranna served as Acting Vice-Chancellor, KVAFSU, Bidar; Registrar, KVAFSU, Bidar; Dean, Veterinary College, Shivamogga; Officer on Special Duty, Veterinary College, Gadag and University NSS Coordinator.

He has been very instrumental in planning, designing and furnishing of facilities for the laboratories, infrastructures etc. as per VCI and ICAR regulations. Further, he has vast experience of working on statutory bodies/committees at university, state and national levels.

With keen interest in research and development, Dr. Veeranna is involved in undergraduate and post graduate teaching, research and extension for over 30 years in the discipline of Veterinary and Animal Husbandry Extension Education in the capacity of Instructor, Assistant Professor, Associate Professor and Professor & Head. He has guided 15 M.V.Sc students and Advisory committee members for more than 50 M.V.Sc and three Ph.D. students.

As a researcher, he was Principal Investigator (PI) for three externally funded Projects which include the funding support from KWDP II - Sujala III Project, ICAR-NAIP and DBT, New Delhi. Dr. Veeranna was also instrumental in working on four university funded projects and has been Co-PI for several projects. He has also been Nodal Officer for KWDP-II; Sujala-III Project for KVAFSU, Bidar.



As an extension professional, he has organized/coordinated two national conferences, 30 training programmes for the officers of the line Departments, 150 trainings to farmers, five livestock shows and over 100 on-farm demonstrations. Also, he has participated as a resource person in various extension activities organized by other organizations. He has published 67 research papers in high quality national and international journals apart from about 70 papers presented in National / International seminars/conferences, 120 popular articles / leaflets / bulletins and five books.

Dr. Veeranna is a recipient of several awards including the State NSS Award by the Ministry of Youth and Sports (2000); the Leelavathi Krishna Rao Award by the Indian Veterinary Association (2000); Certificate of Merit by KVAFSU, Bidar in 2010, 2011 and 2016; and Best Paper presentation by different organizations in 2010, 2013, 2016, 2017 and 2018.

Numbers of samples processed for the FY2023-24

#	Test	Details	APR	MAY	JUN	TOTAL	
1	NIR SCANNING	BROILER FEED	24	21	24	69	
		DDGS	1	5	4	10	
		DORB	4	3	6	13	
		FULL SOYA FAT				0	
		GROUNDNUT CAKE	6	7	9	22	
		LAYER FEED	14	16	15	45	
		MAIZE	2	9	2	13	
		MAIZE GLUTEN				0	
		MEAT AND BONE MEAL			2	2	4
		POULTRY MEAL				0	
		RAGI				0	
		RAPE SEED MEAL	7	8	12	27	
		RICE				0	
		RICE POLISH				0	
		SCANNED EROR				0	
		SOYABEAN MEAL	6	19	14	39	
		SUNFLOWER	4	4	4	12	
		Turmeric				0	
		2	POST MORTEM Examination (Autipsied)		30	53	20
3	MYCOTOXIN		4	6		10	
4	AST			1		1	
5	TOTAL VIABLE COUNT	Quality	1	4		5	
6	TOTAL MOLD COUNT		2	4		6	
7	WATER SAMPLES		1	1	3	5	
8	UREASE ACTIVITY			4	5	9	
9	FECAL EXAMINATION				4	4	
TOTAL			106	167	124	393	



List of tests done at KVFSU-KPFBA Laboratory

- 1. Nutritional profiling of poultry feed and Raw materials by NIRS**
 - a. Proximate analysis(Moisture, Dry matter, Crude fibre, crude fat, crude protein)
 - b. Amino Acid profile in raw materials
 - c. Fatty acid profile in Raw materials
 - d. Data on energy value
 - e. Data on Standardised ileocecal digestibility of amino acids
 - f. Urease activity in soysbean meal
- 2. Pathology**
 - a. Post mortem examination of dead birds
- 3. Microbiology**
 - a. Microbial identification
 - b. Total coliform in water and feed
 - c. Total bacterial count in feed and water
 - d. Total mold count in feed
 - e. Antibiotic sensitivity test*-to be introduced
- 4. Parasitology**
 - a. Macroscopic examination of faces for parasite identification
 - b. Egg count in fececs
- 5. Mycotoxin ; Quantitative detection in feed and raw materials by lateral flow method**
 - a. Aflatoxin
 - b. Ochratoxin
 - c. T2 Toxin
 - d. Zearlononne
 - e. Fuminosin
- 6. Water quality indicator test**
 - a. PH
 - b. Total Dissolved solids(TDS)
 - c. Total viable bacterial count
 - d. E.coli count in water
- f. Rapid plate test for salmonella**

Contact person: Dr.B.Umakantha, Senior Scientist

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Mobile: 9886894520 / 7892753834

RECIPE: BRUSCHETTA CHICKEN

INGREDIENTS:

- 1 cup parmesan cheese
- 6-8 fresh basil leaves
- 1/2 cup vinegar
- 1/4 cup olive oil
- 1/2 cup greek yogurt
- 1 tablespoon minced garlic
- 4 boneless skinless chicken breasts
- 1 egg plus 1 tablespoon water, whisked
- 2-3 slices fresh mozzarella cheese
- Diced tomatoes
- Salt and pepper to taste

PREPRATION

- Preheat oven to 350 degrees
- Mix parmesan and basil
- In a separate bowl, mix vinegar, olive oil, Greek yogurt, and garlic
- Sprinkle salt and pepper on both sides of chicken. Dip chicken in egg/water mixture and then press into parmesan mixture to coat
- Spray a baking pan and lay chicken in pan
- Pour greek yogurt mixture over chicken
- Pour tomatoes over chicken
- Cover loosely with foil and cook for 30 minutes on 350 degrees
- Remove foil and cook another 20 minutes
- Place one slice of cheese over each breast and cook for 5 minutes
- Serve with pasta or rice



CHICKEN TRIVIA



Chickens have more bones in their necks than giraffes!



If the white of the egg is cloudy, it is fresh



The dance roosters perform is called TIDBITTING

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