



POULTRY PROTEINS+

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Hoarding of maize, KPFBA seeks government intervention.

By Dr. Sushanth B.Rai, President, KPFBA

- Chicken consumption sees de-growth
- Export of maize adds to the problem

With some traders and farmers hoarding maize, the price of maize is skyrocketing, impacting hugely the poultry sector, leading to de-growth in chicken consumption. The Karnataka Poultry Farmers and Breeders Association (KPFBA) is concerned about this adverse trend and has submitting a memorandum to both the Central and the State Governments, urging for severe action against maize hoarders.

The KPFBA has urged both the Central and State government to intervene immediately. The KPFBA seeks:

Crackdown on hoarders across the country with severe penalties

Temporarily stoppage of export of maize

Incentives for farmers to bring more land under cultivation of maize

Availability of maize has become a serious concern. Firstly, there is almost 15 to 20% shortfall in maize production and secondly, the government is allowing export of maize (about 10 to 15%), both affecting the domestic requirements. Compounding these two issues are the hoarders who 'unscrupulously' are trying to make huge profits at the expense of the poultry and other sectors.



The poultry production costs are going up, as the price of raw material such as maize and soyabean have been going up for some months now. While the minimum support price of maize is Rs. 18.70 per kg, the price has always been above that. In October 2021, the price of maize was Rs. 19 per kg and in a matter of six months, it had shot up to Rs. 26, an increase of over 35%. With the cost of production going up, the poultry sector has no other choice but to increase the retail price.

With increasing price of chicken at the retail level, we have noticed a significant drop in the consumption of chicken as people in both urban and rural areas have either reduced consumption or taken to alternate protein sources. The KPFBA has been trying its best to keep retail prices under check, but with cost of production going up, the association is seeking immediate government intervention.



Person of the Month: *Mr. M.C.R.Shetty* – *An entrepreneur par excellence*

Shri. M.C.R.Shetty, Managing Director of Nutri Feeds & Farms Pvt. Ltd who needs no introduction, is a first generation entrepreneur with a standing of over four decades. The Karnataka Poultry Farmers and Breeders Association (KPFBA), of which he was the Past President from 2013-2015, herewith acknowledges with gratitude the efforts Shri. Shetty has put in to steer the association. The KPFBA is a force to reckon with in the poultry sector, thanks to the vision of Shri. Shetty.

Under his tenure as KPFBA President, a full-time secretariat came into existence and got 80G & 12AA certification. He changed KPFBA into a highly respected professional industry association and actively engaged with the G.O.K and Central Government on various policy initiatives.

During his tenure KPFBA initiated a series of “LEARNING EVENTS” covering wide spectrum of subjects He was instrumental in organizing the first ever ‘Poultry Maha Sammelana’, an effort to have one voice for the sector. In 2015, Poultry Fortune honored KPFBA with the ‘Best Association’ award.



At Nutri Feeds & Farms Pvt Ltd, which began its journey in 1987, he has put in place a comprehensive R & D process which enabled the company to attain the status of a premier professional manufacturing unit. Nutri Feeds is an integrated poultry company, involved in breeding, hatching, broiler contract farming, feed manufacturing, Processing and retailing.

Sri Shetty is associated with KASSIA (Karnataka Small Scale Industries Association) for over two decades and has made notable contribution to the progress of small industry movement in Karnataka. He served as President of KASSIA, the state level apex body of small industries of Karnataka in 2007-2008. In his tenure KASSIA Udyog Bhavan was conceptualized and inaugurated.

Shri. Shetty's expert advice and team building efforts are strengths that no one can ignore. KPFBA is fortunate to have such eminent leaders who advocate efficiency, who ensure following proper byelaws, and who have farsightedness to take not just the organization but also the sector to greater heights.

Knowledge Session – KPFBA-Trouw Nutrition Event

Mycotoxycosis in Poultry and how to optimize gut health in Breeders: Dr. Swamy Haladi

The Karnataka Poultry Farmers and Breeders Association (KPFBA) in association with Trouw Nutrition India organized a ‘Knowledge session’ on ‘**Mycotoxycosis in Poultry and how to optimize gut health in Breeders**’ on March 31 at Country Inn by Radisson.

It was an interesting session as Dr. Swamy Haladi, Global Programme Manager of Trouw Nutrition gave an overview on 'Recent developments in Mycotoxicosis in Poultry', while Dr. Sabiha Kadari, Technical Head, Nutreco India spoke on 'Concepts to optimize gut health in Breeders'. Dr. G.B.Puttaniaiah, Chairman Technical Committee of KPFBA, set the tone for the interactive session by talking how mycotoxins had emerged over the years and there were concerns that needed to be addressed.

Dr. Swamy began his presentation by giving an insight into how short supply of animal nutrition due to the Ukraine-Russia war and drought in Latin America had resulted in the poultry sector looking for feed alternatives, thus risking emergence of mycotoxins.

Masked and emerging mycotoxins, a concern for human and animal health

The increase in the cost and the poor availability of conventional raw materials will force animal and poultry producers to use relatively poor quality alternative raw materials. One of the agents that contribute to poor quality are mycotoxins, unwanted natural compounds produced by various molds. Too much rain or too less rain result in mold growth and the subsequent mycotoxin production. "There are masked mycotoxins and emerging mycotoxins which are neither routinely analyzed, nor legislatively regulated; however, the evidence of their incidence is rapidly increasing."



Though India is said to be known for having done substantial applied research work on mycotoxins, there is a sudden concern among Indian scientists and the farming community that alternative sources of animal nutrition will have a trigger-effect on animal and human health. It is reported that mycotoxin-related damage costs US farmers and livestock producers up to \$1 billion a year and there are new mycotoxins surfacing on a regular basis. In India, we have started seeing poultry and livestock farmers using alternative raw materials such as rice bran, DDGS and many other locally available raw materials, and all of these throw a challenge to mycotoxin risk management. There are about 600 mycotoxins that are known today, and the number is growing and what is worse is the emergence of 'masked mycotoxins', calling for extensive investments in research. The government and the research community in India have to re-focus on mycotoxi

Food safety is critical

Regulatory/guidance values set by various government authorities for mycotoxins in animal feeds are in general much higher than what actually can be tolerated by the animals. Food safety is very important, whether it is for humans or animals, and there are gaps in the entire value chain which need to be immediately addressed. In poultry, gut health is critical. Poultry is sensitive to mycotoxins as there is production and management stress in broilers; long duration of rearing in breeders; and in layers it is production and management stress, long duration of rearing, poor quality of raw materials and high fiber diet which can contain three times more mycotoxins.

Ukraine-Russia crisis affecting raw material supply

In the present Ukraine-Russia crisis, it is inevitable but to provide nutrition to animals using alternative raw materials. The challenges for the poultry community are many, besides cost of raw materials. What the sector needs to do immediately is look at managing gut health of poultry and protect it from multiple mycotoxins. Nearly 70% of the immune system of poultry is in the intestine, hence the urgency to manage gut health. "If feed efficiency has to be good, gut has to be good." While there is no silver bullet, the sector needs an integrated approach where we need to employ optimal crop management (rotation of crops is important to break the pathogen cycle, unlike in the US where corn is grown year after year on the same land); pesticide management; optimal grain and feed transportation; innovative diagnostic tools and effective mycotoxin binders to keep the poultry and livestock in good health.



Feed-Farm-Health integrated approach, the need of the hour: Dr. Sabiha Kadari

Dr. Sabiha Kadari in her presentation underscored the importance of feed-farm-health integrated approach and how there needs to be a change in the mindset among all stakeholders. The key to better productivity is collaboration with experts and training of producers.

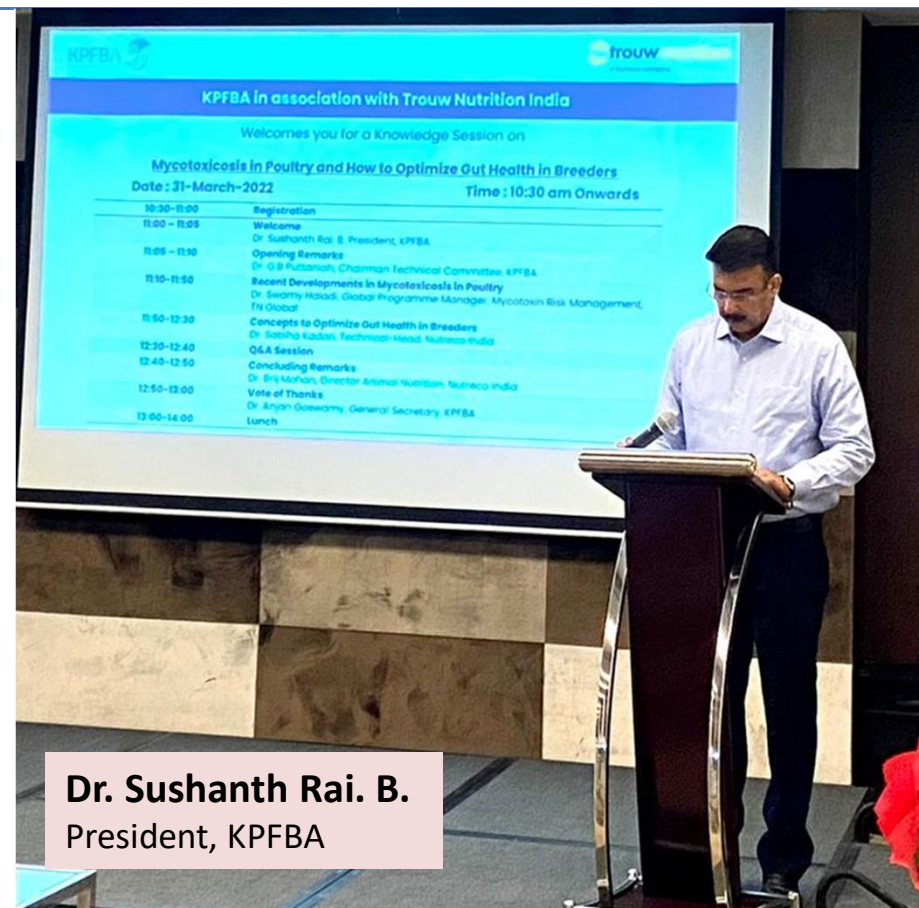
She highlighted the criticality of the integrated approach by stating that feed management included quality control of raw materials; nutritional digestability; mineral nutrition; and feed hygiene and preservation. There was need for improving farm management encompassing biosecurity, water hygiene and cleaning and disinfection. As regards to health management, poultry farmers had to keep in mind the bird's intestinal health, life start, transition periods and interaction with vaccines.

Dr. Sabiha Kadari said breeder nutrition is critical as it determines the progeny performance. She mentioned that optimizing the gut health of breeders plays a key role in the productive efficiency of breeder birds. An integrated FFH approach aids in optimizing the gut health and a select combination of organic acids in feed and water have greater impact on breeder productivity

Dr. Brij Mohan, Director, Animal Nutrition, Nutreco India, thanked the KPFBA for collaborating in the knowledge session and said it was just the beginning and that there would be more such sessions.

The President of KPFBA, Dr. Sushanth B.Rai in his welcome address said As the nation's health depends upon its nutrition, there was need to join hands in producing quality nutrition & proteins at reasonable costs. And learn to sharpen our technical know-how by attending these knowledge sessions more frequently.

Dr. Anjan Goswamy, General Secretary of KPFBA, proposed a vote of thanks.



Dr. Sushanth Rai. B.
President, KPFBA



Dr. Brij Mohan, Director Animal Nutrition, Nutreco &
Dr. Anjan Goswamy, General Secretary, KPFBA



Insect meal, pulses an alternative to soybean meal

Soybean is a critical feed for poultry. It is the most prevalent common protein component in compound feed for poultry and other animals too. Like maize, there is volatile fluctuation in the price of soybean, thus impacting the supply chain and the chicken the most.

Poultry scientists are looking at various alternatives to soybean to offset the costs. Some of them include Canola, Pulses (peas and beans), and Insect meal.

Canola meal is rich in protein and offers a protein quality and amino acid profile close to that of soybean meal. Indian farmers produced 8.5 million tonnes of rapeseed in 2020-21 crop year. Higher rapeseed output will help India to reduce expensive imports of vegetable oils. Production is expected to stand at 10-11 million tonnes in the crop year to June 2022, as per the Central Organization for Oil Industry and Trade (COOIT). What India needs to do is expand canola cultivation and subsequently expand seed crushing capacity.

Canola breeding efforts have reduced the level of glucosinolates (which, if fed at high levels, can negatively impact animal health and performance) to almost zero. In some parts of the world, there are concerns that canola meal could be mixed with rapeseed meal but marketed solely as canola meal.

Portions of crops which are not suitable for human consumption have been investigated for over 2 decades as a feed component that could partially or fully replace protein sources such as soybean meal and other ingredients such as cereal grains in beef, sheep, dairy cattle, pigs and poultry.

Insect meal is said to contain up to 80% protein, as well as fatty acids and antimicrobial peptides, a growing alternative to other feed protein sources such as soybean meal. It is nutritious, economical and can be produced locally. It is particularly suitable to feed insect protein to some livestock types such as some fish and poultry because insects are a natural source of food for their wild counterparts.

Scientists are currently examining methods of testing to ensure the contents of a given insect meal product matches the labelling in terms of the insect species, and that the insects have not been fed any animal products.



RECIPE TANDOORI CHICKEN RECIPE

- 3 tablespoons vegetable oil
- 1 teaspoon ground coriander
- 1 teaspoon ground cumin
- 1 teaspoon ground turmeric
- 1 teaspoon cayenne
- 1 tablespoon garam masala
- 1 tablespoon sweet paprika
- 1 cup plain yogurt
- 2 tablespoons lemon juice
- 4 garlic cloves, minced
- 2 tablespoons minced fresh ginger
- 1 teaspoon salt
- 4 whole chicken leg quarters



Preparation

Heat the oil, cook the coriander, cumin, turmeric, cayenne, garam masala and paprika, stirring often, until fragrant (approximately 2-3 minutes). Let it cool.

Whisk spices into yogurt, add lemon juice, garlic, salt, ginger.

Whisk the cooled spice-oil mixture into the yogurt, then mix lemon juice, garlic, salt and ginger.

Cut deep slashes into chicken, coat with marinade, chill for 1 to 6 hours.

Grill it, serve it hot.

CHICKEN TRIVIA



PEEP OF CHICKENS

The most common collective nouns for a group of chickens are a peep of chickens, a flock of chickens and a brood of chickens. A flock is a common noun for the group of most birds, whereas brood refers more to a family unit of chickens.



Eggs need energy

An egg develops at 88 degrees Fahrenheit and is laid at 105 degrees.



HENS NEED 1.81 KG FOR DOZEN EGGS

A hen has to eat about four pounds of feed to make one dozen eggs. Better feed them well...

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