



POULTRY
PROTEINS+

www.poultrykarnataka.net

Commissioner of AH&VS appreciates KPFBA’s Interactive Workshop

The Commissioner of the Department of Animal Husbandry & Veterinary Sciences, Smt. Shreeroopa, IAS, in an interaction with the members of the Karnataka Poultry Farmers & Breeders Association (KPFBA) at the KPFBA premises, urged the members to give extensive publicity on how poultry products were ‘protein rich’ and essential for growth and good health.

This is the first of the bi-monthly interactive workshop for the officials of the Department of Animal Husbandry, held at the KPFBA premises.

Smt. Shreeroopa mentioned that protein deficiency can be addressed with consumption of poultry products as they were ‘affordable’. Stating that India was doing pretty well in the poultry sector, she said steps need to be taken to strengthen the sector in Karnataka and that the department was at it, interacting with associations such as KPFBA. The Commissioner also promised to hold discussions with the KPFBA to take this forward.

Smt. Shreeroopa also mentioned how she came to know through her son the importance of eating eggs, the amount of protein in contained. “My son used to eat eight eggs a day after his gym. I used to ask him why do you eat so many eggs and he explained that he needed protein and eggs provided that. We do not eat non-veg in our house. Though I knew eggs contained protein, I didn’t the quantum of protein it had. We should educate people about the importance of eggs in our diet.”



Publisher: Apt Media on behalf of KPFBA

Editorial Board

Naveen Pasuparthy, President, KPFBA

Edited by: Mr. Chandrakanth R

Dr. Rajesh Reddy Shivashankar, Chairman – Chicken Promotion & PR Committee

Compiled & Designed by : Mr. Inayath Ulla Khan, Executive Secretary, KPFBA

... Contd from Pg. 01

Commissioner of AH&VS appreciates KPFBA's Interactive Workshop

The Commissioner who was to have a brief interaction of 15 minutes with KPFBA ended up spending over two hours with the members.

The workshop was attended by Dr. Manjunath Palegar, Dr. P Shrineevasu, Dr. H.S Jayanna, Dr. Suresh K.A , and 20 Deputy Directors and Chief Veterinary officers from Belagavi, Dakshina Kannada, Hassan, Mandya, Bellary, Kodagu, Chamrajnagar, Kolar, Mysore, Kalburgi and Dharwad.



The KPFBA President, Mr. Naveen Kumar talked about the workshop initiative. “The series of interactive workshops is aimed at fostering a relationship between officials and our members, and educating officials about the current challenges and prospects of the poultry sector. The purpose of the interaction, he reiterated, was to bring the officials of AH&VH and the members of KPFBA closer. The need for such workshops is urgent as the poultry sector provides solutions to reduce protein deficiency in the country.

Mr. Naveen Kumar said the poultry sector has grown, generating large scale employment and has further potential to expand in rural India among illiterate, unskilled folks etc.

He said there are knowledgeable experts on both sides – government and the sector – and it was important to deliberate, discuss and spread the good word.

Dr. Harsha Kumar Shetty, GM – VHPL, delivered an insightful presentation on the poultry sector; while Dr. Pattabhirama added his insights on nutritional aspects, dispelling popular myths.

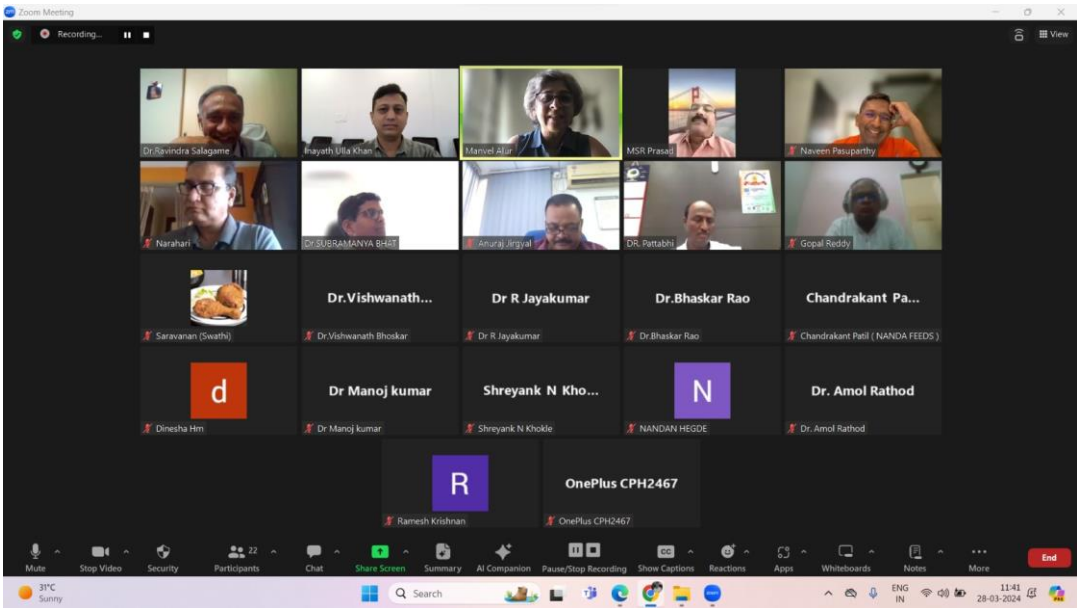
The program was conceptualized during the first meeting between the Department and the newly elected committee led Mr. Naveen Kumar - President, which is curated and taken forward by Mr. MSR Prasad - general secretary. The KPFBA plans to host more workshops in 2024, emphasizing collaboration and knowledge-sharing.



KPFBA emphasis on ESG, webinar with expert helps members

The Karnataka Poultry Farmers and Breeders Association (KPFBA) continued its exercise of keeping members updated on many issues, including ESG (environment, social and governance) systems in the poultry sector.

The KPFBA organised four webinar sessions on ESG wherein Ms. Manvel Alur, CEO and Founder of Environmental Synergies in Development, explained in detail what ESG is all about and how the poultry sector could benefit from implementation of ESG in the respective units.



Ms. Alur said there was need for increased awareness on ESG issues by the poultry sector in Karnataka and that the sector should have a roadmap for implementation of ESG measures. She said that ESG is an opportunity for businesses, and helps improve image, bottom line and partnerships.

She covered topics such as - ESG advantages to the poultry sector; Rules and regulations; Reporting frameworks and Best practices. The webinar established a need for a framework for the sector, individual industry and the KPFBA.

Roadmap for An Individual Company

| Steps | Action | Outcomes | Who can help? | Tentative Time & Costs |
|-------|---|--|---|--|
| 1 | Conduct an awareness session on ESG within the company | Overall awareness will improve | Consulting organisations (EY, KPMG, Deloitte, etc.) Independent consultants | 1-2 days <10,000/session |
| 2 | Identify 2-3 key areas under each - E, S & G - for action in Phase 1 | Establishes priorities Keeps the action simple & clear Measurable outcomes | Internal team | 7-14 days |
| 3 | Audit (benchmark) the 2-3 areas identified | Defines the current situation Provides a way for evaluation of solutions | Independent consultants Consulting organisations (TERI, Schindler Electric, BIOME, Sweepsmart, etc.) | 15-30 days (more if there are seasonal variations) 75,000-200,000 |
| 4 | Data collection & recording through technology | Transparency & accuracy of information for annual reporting | Several companies offering IoT/Blockchain solutions | 12 months Variable costs |
| 5 | Reporting on ESG | Informs stakeholders, accountability, tracking internally | Consulting organisations (EY, KPMG, Deloitte, etc.) Independent consultants GRI | 3-4 months Variable costs |

Roadmap for KPFBA

| Steps | Action | Outcomes | Who can help? | Tentative Time & Costs |
|-------|--|--|---|---|
| 1 | Detailed research on current practices, solutions & alternatives – farming & breeding | Open-source handbook | Internal team + Independent consultants Government agencies Industry UNIDO/other UN bodies | ~3-6 months Variable costs depending on scope |
| 2 | Establishing a set of SOPs for the industry – farming & breeding | This will help define minimum requirements to industry to meet ESG standards | Internal team + Independent consultants CII, Niti Aayog | ~2-3 months 75,000-200,000 |
| 3 | Imparting a series of awareness sessions on ESG issues | Increased understanding Increased adoption of ESG in the sector | Independent consultants CII Indian Institute of Corporate Affairs State Industry Bodies | Variable |
| 4 | Policy white paper for the poultry industry | Represent the needs of industry bodies throughout the country | Internal team + Independent consultants | Variable |
| 5 | Raise financing/subsidies for the industry to implement ESG measures | Increased & faster adoption on ESG practices | Government agencies Industry UNIDO/other UN bodies | Variable |

Request Members to Renew Membership Subscriptions

The Karnataka Poultry Farmers and Breeders Association (KPFBA) continues to grow, expand its area of activities and has improved interaction with government regulatory and other agencies. This and many other events are possible only when members renew their membership and keep the KPFBA financially sound.

The KPFBA Treasurer, Mr. H.N.Rajashekar points out that the process of renewing membership subscriptions for FY2024-25 has started and that the renewal process needs to pick up momentum. “Your prompt response and timely completion of the membership renewal process would be greatly appreciated. Further, we request to clear any outstanding Single Window and Past Subscription dues, if any, without delay. Helping us to close this financial year with zero debtors.”

Similarly, the Vice President and Chairman of the Membership Committee, Mr. S.S.Deshpande made another plea for renewal and urged the poultry fraternity in Karnataka to enroll as members, if not enrolled. He said the number of renewals is not encouraging and urged members to ensure a robust start to the financial year.

The KPFBA Vice President, Mr. Manjesh Kumar Jadav has also made a strong appeal to members to renew their membership at the earliest as the KPFBA plans a series of programmes during the year and beyond.

The President, Mr. Naveen Pasupathy, wants the KPFBA to be more inclusive and ‘breed agnostic’, he welcomes all broiler breeders operating in Karnataka to be KPFBA members and strive together for the development of the poultry sector in our state.

APMC cess of 0.6% on all maize purchases

As per a Government Order, the Agricultural Produce Market Committees (APMC) will levy a cess of 0.6 per cent on all maize purchases.

The APMCs will now regulate the marketing of notified agriculture produce within its yards in the state. The Legislative Council recently passed the Karnataka APMC (Regulation and Development) (Amendment) Bill, 2023, to repeal the amendments made to the Act during the previous BJP government.

The Bill was earlier passed in the Legislative Assembly. Shivanand Patil, Minister of Textiles, Sugarcane Development and Directorate of Sugar, Agricultural Marketing from the Co-operation Department, said members of the Assembly and Council visited several APMCs and also held discussions with members of farmers’ organisations and incorporated their suggestions.

India, US resolve trade dispute on poultry, yet import of chicken legs to attract 100 per cent duty

India and the United States of America have decided to resolve the seventh trade dispute over import curbs on poultry products at the World Trade Organization (WTO). However, the controversial import of chicken legs from Washington will continue to attract 100 per cent duty, according to reports in the media.

The statement could assuage some of the concerns gripping the Indian poultry industry ever since India decided to lower tariff on some poultry items from the US.

India had agreed to bring down the import duty on some fresh and processed food items, including blueberries, cranberries, frozen turkey and duck, to 5-10 per cent.

The US had raised a dispute against India at the WTO 11 years ago after New Delhi imposed prohibitions on imports of poultry products due to concerns relating to avian influenza or bird flu.

The US has argued that India’s decision to put restrictions on poultry products was not taken after adequate scientific research and flouted WTO norms by being discriminatory against the US.

These tariff cuts will expand economic opportunities for U.S. agricultural producers in a critical market and help bring more U.S. products to customers in India.

PERSON OF THE MONTH: **SHIVASHANKAR R.C**
A down to earth poultry farmer

Mr. Shivashankar RC, Director of Monarch Hatcheries Private Limited, epitomizes the dedication of poultry farmers who prioritize sector growth over personal recognition. Fondly known as Shankar Reddy in the poultry sector, he embodies the commitment to both the organized and unorganized aspects of the sector.

Starting his journey in 1988 with a small breeder farm of 10,000 birds on the outskirts of Bengaluru, Mr. Shivashankar has nurtured the farm into a flourishing enterprise. Co-founding Monarch Hatcheries in 1996, he has remained its backbone as Founder and Director. He looks after the breeders along with taking care of the Feed mill.

He takes keen interest in provisioning best quality feed to the birds under his control which has helped him achieve highest hatching eggs produce.



Despite preferring a low profile, his profound knowledge of the poultry sector has earned him numerous accolades, including recognition from Venky's for record production. His vision emphasizes chemical residue-free poultry products, prioritizing animal welfare and a natural environment. His focus remains breeders and quality feed.

Mr. Shivashankar, hailing from an agricultural family, understands the importance of quality food. The KPFBA commends such tireless poultry farmers, serving as inspiration to aspiring entrepreneurs.

**Get poultry updates in your mail directly.
To subscribe the newsletter,
please fill the form by clicking here or scanning the QR**



Government sets up Mobile Veterinary Units (MVUs)

The Government of India has already started the Mobile Veterinary Units (MVUs), with centralised call centers. Now information and services can be accessed through veterinary services toll-free call centre 1962 through a single button. The MVAs have been rolled out in 18 states and will soon be rolled out across the country, thus ensuring maximum utility of the 4335 Mobile Veterinary Units which are already sanctioned.

Recently, the Prime Minister, Narendra Modi also dedicated the Bharat Pashudhan Livestock Data Stack to the Nation. This remarkable addition to India's impressive array of Digital Public Infrastructure is already in use since last few months, across the entire country, by nearly four lakh field workers in the Animal Husbandry Sector.

Addition of this new stack will consolidate the sector from current situation of disorganized and fragmented growth. With no visibility and reliable source of information, the bankers and insurers shying away due to lack of trust. With an end-to-end ERP usable live data sets, all activities can be tracked, monitored, and eventually monetized for the benefit of the farmers as well as the processing industry. This New Scheme of AHIDF providing current subvention has already made processing of applications seamless with end-to-end digital transaction capability. This will also address the long-standing issue of traceability through National Digital Livestock Mission.

Fires break out in farms; take precaution

There have been recent incidents of fire breaking out in poultry farms across the country, killing thousands of chickens. This calls for poultry farms to take precautionary measures.

Recently, two poultry farms were destroyed in a near Binaura village of Lakhimpur Kheri, killing nearly 6,000 chickens. Poultry farm operator Jandar Khan said, "I had gone home for some work and the laborers were working at the farm when the blaze broke out. Though the villagers tried to put out the fire, 6,000 chickens were killed."

Earlier to that a chicken meat processing unit in Baikampady Industrial area in Karnataka was gutted. The fire fighting personnel said the fire at Shiaar Enterprises. Fire also broke out in a farm in Jammu, resulting in destruction of poultry.

Bengal seeks more eggs to meet midday meal scheme

The West Bengal Animal Resources Development Department has sought cooperation from the private sector to meet the growing demand for eggs in the state.

The Department Minister Swapan Debnath said "The demand for eggs has gone up in our state, more because of midday meals and Integrated Child development Services (ICDS) centres.

The state requires 1,440 crore eggs annually while the annual production is around 1,372 crore. We have to bring around 68 crore eggs from other states every year. If private poultry firm owners invest more for expansion of their units, we will be able to fill up the demand-supply gap by December."

Bill Gates and Heifer International program of giving chickens to poor families

One of the richest man in the world – Bill Gates – some time back partnered with Heifer International, a charity, focused on delivering chickens to countries in need as a way to lift their citizens out of poverty. Gates had made an initial donation of 1 lakh chickens. Bill Gates believes that there are supreme benefits a flock can offer impoverished families.

"It's the classic thing of teaching someone how to fish," Gates said. "The chickens are almost entirely a women's activity, because it involves being around the household all day long," Gates added.

"These chickens are multiplying on an ongoing basis, so there's no investment that has a return percentage anything like being able to breed chickens," Gates had said. Families that keep chickens can use the birds for their meat (either to consume or sell), and live chickens can serve as a currency to pay for things like school fees or repairs. In addition, they are cheap, easy to care for, and can empower women to take active entrepreneurial roles in their community.

Through research and trips to West Africa, Gates has found that after a period of three months, a typical owner of eight to 10 chickens can yield a flock of 40 chicks. With a sale price of \$5 per chicken, which Gates noted is typical in West Africa, an owner can earn over \$1,000 a year. The extreme-poverty line, meanwhile, hovers around \$700 a year.

The fact families can consume eggs or milk all year-round adds to their sense of self-sufficiency. Pierre Ferrari, the CEO of Heifer International, said Gates and Heifer have selected roughly a dozen countries where they think donated chickens will do the good. Many are located in rural areas in Africa, Central America, and Asia.

INNOVATIONS

Boom – Ox Unveiled: Revolutionary Patented Water Treatment Solution

Brightwell Aquatech LLP, owned by Mr Balasaheb Jadhav a Pune based startup promoted by Dr. Santosh Ire, has introduced a patented groundbreaking solution for water treatment challenges. This marks a significant milestone in the quest for sustainable and accessible clean water solutions.

Boom-Ox was the only Indian start-up to be selected for a presentation at Health & Nutrition Start Up Pitching 2024 organized at VICTAM Asia, on March14 in Bangkok.

While water is the most essential nutrition, it is least focused upon. However, 80% of all diseases globally, for both humans and livestock, are a result of consumption of unsafe water, inadequate sanitation and poor hygiene.

This is where Boom-Ox, a patented engineering solution for providing safe, potable water for poultry, dairy, swine and cattle comes into play.

The salient features of Boom-Ox are:

- ORP based automated dosing of stabilized Chlorine Dioxide with IoT facilities
- Israeli Technology based water improver
- A potent combination of water disinfectant and acidifier to achieve desired goals
- Automated & sensor base technology to maintain ORP & pH 24x7
- All in one patented solution, we call it "Water Doctor".
- Robust & maintenance free device
- Entire machine is well assembled, dust proof, water resistance, rodents resistance and durable etc. Size of machine is about one office table and can mount on wall easily
- Maintenance free machine except minor calibration of sensors once in quarter which user can do on their own
- Best ROI : Cost of medicines is almost equal to existing price but it gives much better ROI than traditional ways of water treatment.
- During vaccination and medication, user can stop sensors and use normal non medicated water from same machine

'Tropicana Battery Cages' The First & The Only Tropicalised Laying Battery

The need of the birds in the Tropical regions differ than that of the birds in other parts of the world considering the climatic conditions and the fact that most of the developing nations placed in this region lack consistent and quality power supply.

This is the major reason; farmers in this region usually prefer conventional stair step cages than Automatic battery cages. Identifying this scenario and the necessity of a solution that will combine both; the convenience of conventional cages and the advantages of automation, Polaris came out with a perfect design 'Tropicana' that addresses both these issues very effectively.

The features include proper ventilation; space per bird; simultaneous feed access; and sufficient water availability. Tropicana offers the highest per bird spacing among any other battery cage. It allows 67.5 Sq. Inches per bird. This avoids unnecessary crowding of the birds and hence improves the ventilation and in turn overall health condition of the birds

Vannamin Breeder Formula

A consortium of 100% naturally derived 77organic minerals additionally fortified with essential vitamins , amino-acids , betaine and antioxidants. It fulfils all the minerals requirements for optimizing early reproductive growth process to maximize lifetime performance for better fertility, hatchability and more quality chicks. Vannamin breeder formula activates & nourishes every body cells for better growth & development of chicks with additional benefits to counter oxidative damage and stress effects.

The benefits include improves ovarian function; sperm production & concentration; sperm motility & sperm count; enhance fertile egg production; fertility & hatchability in breeder; and supports proper embryonic development.

RECIPE: Easy Barbecue Chicken

INGREDIENTS

- Chicken breasts. Boneless + skinless.
- Salt.
- Smoked paprika.
- Garlic powder.
- Tomato ketchup.
- Worcestershire sauce.
- Cider vinegar / Balsamic vinegar.
- Brown sugar.



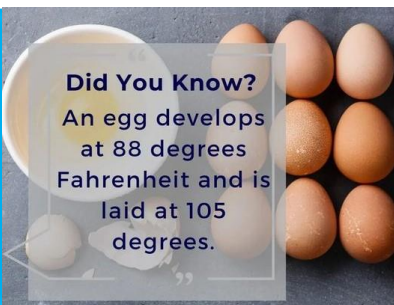
METHOD

- Make the BBQ sauce: Combine the tomato ketchup, Worcestershire sauce, vinegar, sugar, salt, smoked paprika and garlic powder in a small saucepan. Bring to a simmer and cook for 5 minutes until the sauce is thick and smooth and the sugar has dissolved. Allow to cool to room temperature.
- Prepare the chicken: Combine the remaining smoked paprika, garlic powder and salt in a small bowl. Generously dust the chicken breasts with the spice mixture on both sides, making sure the chicken is covered with the spices. At this point the chicken can be refrigerated for up to 24 hours.
- Grill: Heat a grill or griddle pan on a stove then cook the chicken, basting with the BBQ sauce continuously until the chicken is sticky, glossy and cooked through. On a hot grill this should take 5-6 minutes per side, depending on the size of the chicken breasts.
- Rest then serve: Remove from the grill and allow to rest for at least 5 minutes before slicing. Resting is a very important step because it will allow the juices to redistribute within the chicken creating succulent chicken. Slice the chicken and serve with your choice of side dishes.

CHICKEN TRIVIA



The chicken breed called turkens is not a chicken and turkey cross. That is a myth.



Did You Know?
An egg develops at 88 degrees Fahrenheit and is laid at 105 degrees.

A freshly laid egg is 105 degrees Fahrenheit.



Chickens have more bones in their necks than giraffes!

Get poultry updates in your mail directly.
To subscribe the newsletter,
please fill the form by clicking here or scanning the QR

